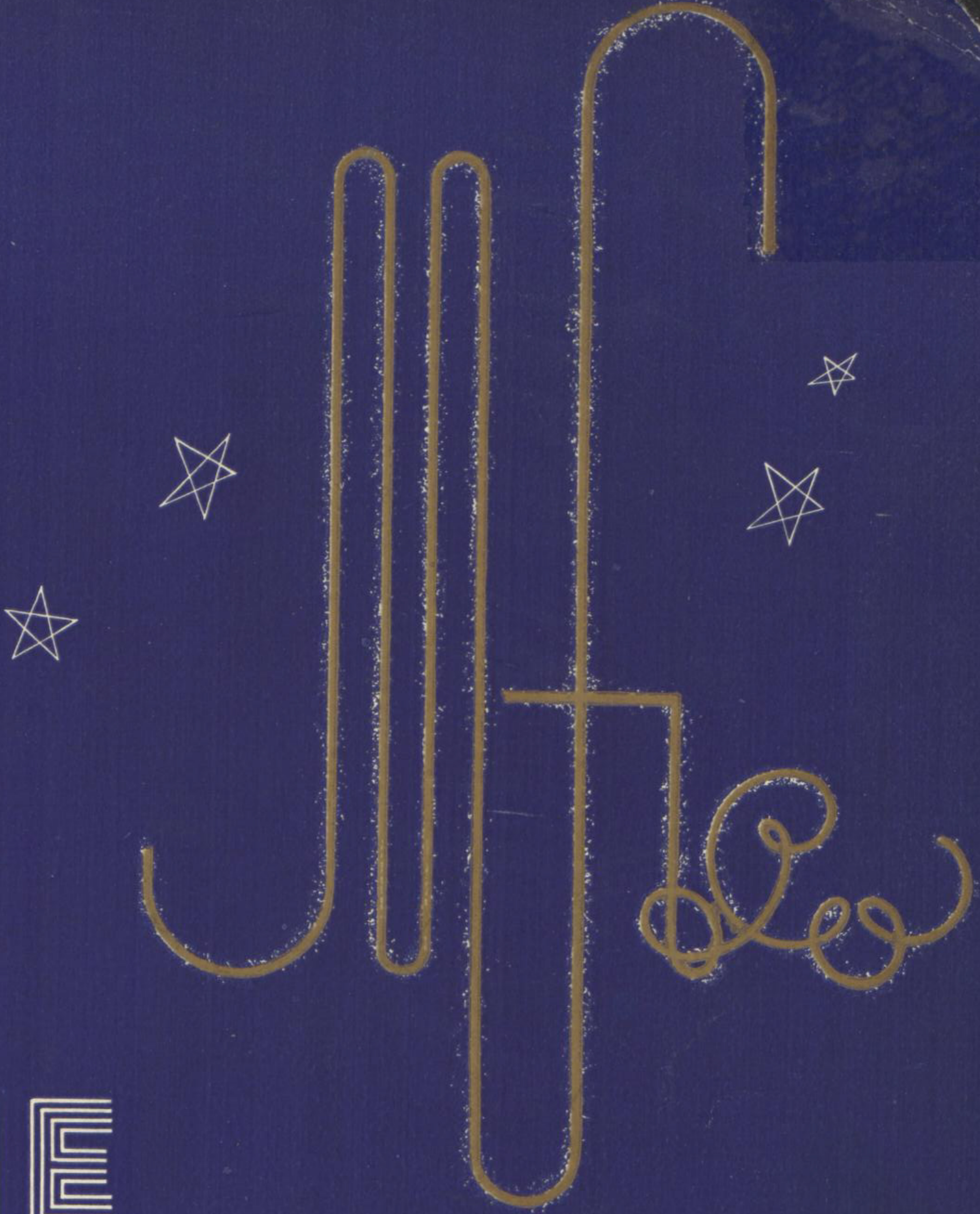
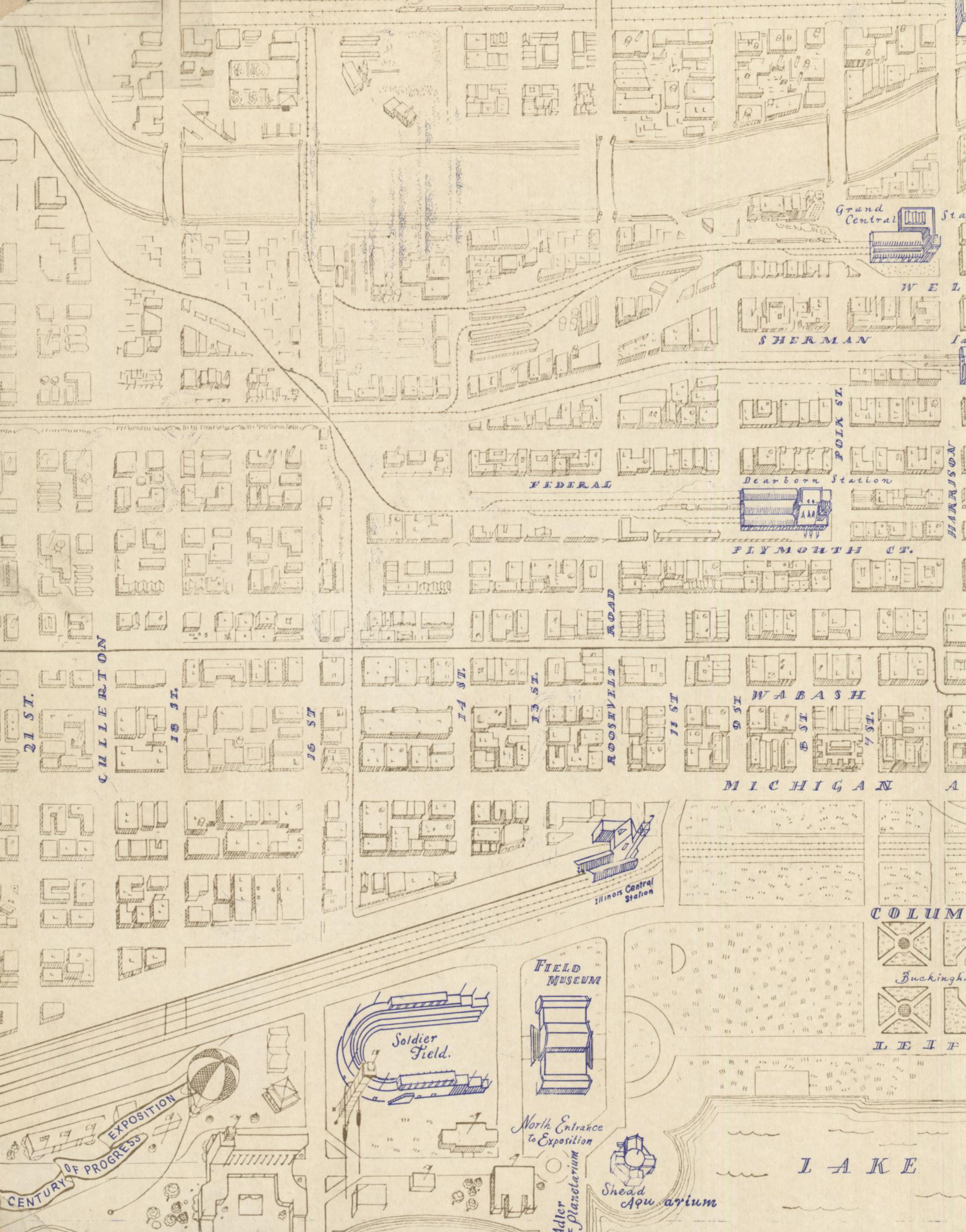


THE STORE BOOK

MARSHALL FIELD & COMPANY CHICAGO


Grand Central Sta
WEL
SHERMAN
la
POLK ST.
HARRISON
Dearborn Station
FEDERAL
PLYMOUTH CT.
ROOSEVELT ROAD
WABASH
MICHIGAN A
21 ST.
CULLERTON
18 ST.
16 ST
14 ST.
13 ST.
11 ST
9 ST
8 ST
4 ST.
Illinois Central Station
COLUM
Buckingh
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Field Museum
Soldier Field.
North Entrance to Exposition
Adler Planetarium
Shedd Aquarium
LAKE
CENTURY OF PROGRESS EXPOSITION

CLEVELAND PUBLIC LIBRARY
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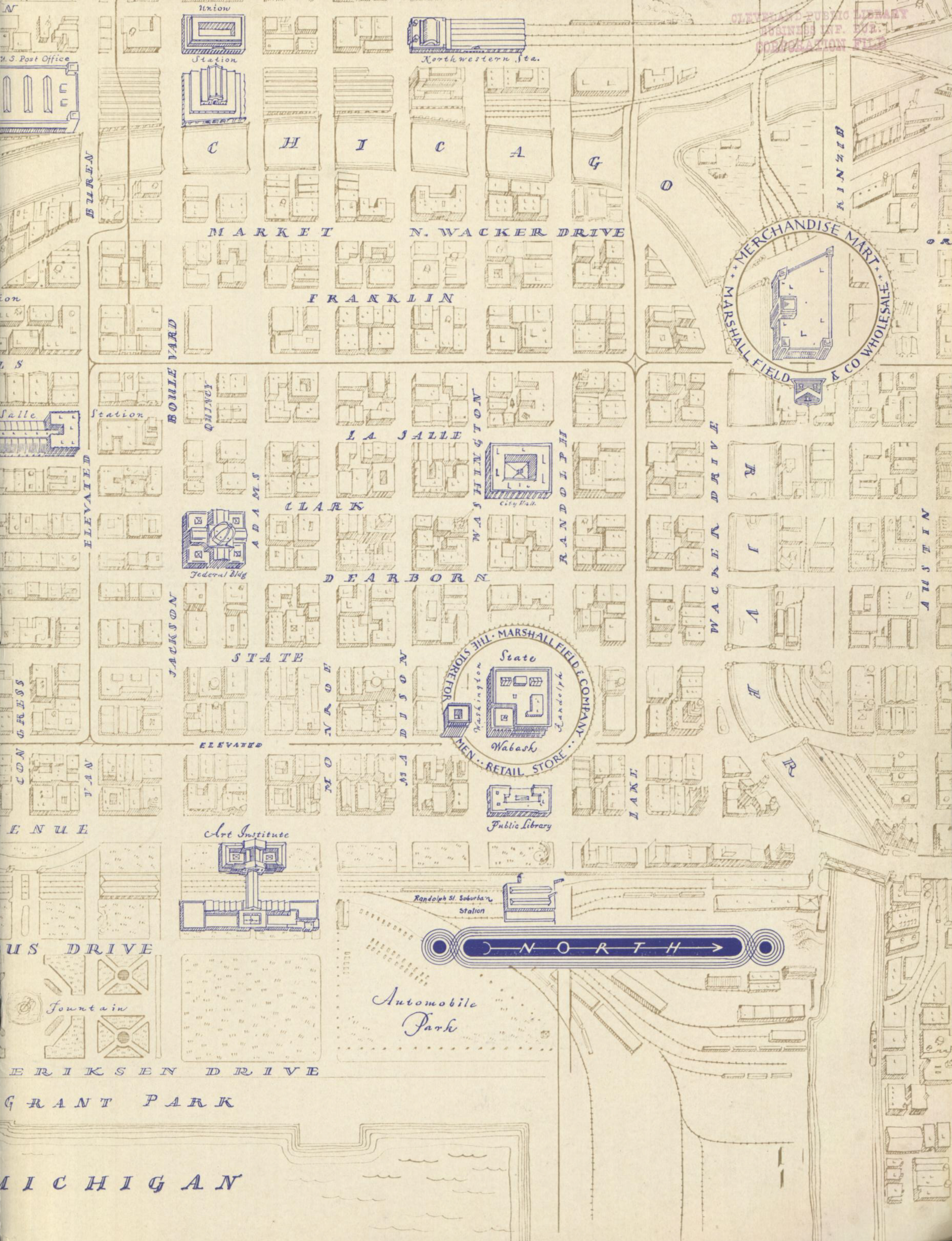

Union Station
Northwestern Sta.
U. S. Post Office
C H I C A G O
BUREN
MARKET
N. WACKER DRIVE
KINZIE
MERCHANDISE MART
MARSHALL FIELD & CO WHOLESALE
FRANKLIN
BOULEVARD
QUINCY
Salle Station
LA SALLE
WASHINGTON
RANDOLPH
City Hall
WACKER DRIVE
R I V E R
ELEVATED
ADAMS
CLARK
Federal Bldg
DEARBORN
AUSTIN
JACKSON
STATE
MONROE
MADISON
THE STORE FOR MEN · RETAIL STORE
MARSHALL FIELD & COMPANY
State
Washington
Randolph
Wabash
CONGRESS
VAN
ELEVATED
LAKE
Public Library
AVENUE
Art Institute
Randolph St. Suburban Station
NORTH
BUS DRIVE
Fountain
Automobile Park
ERIKSEN DRIVE
GRANT PARK
MICHIGAN

THE STORE BOOK

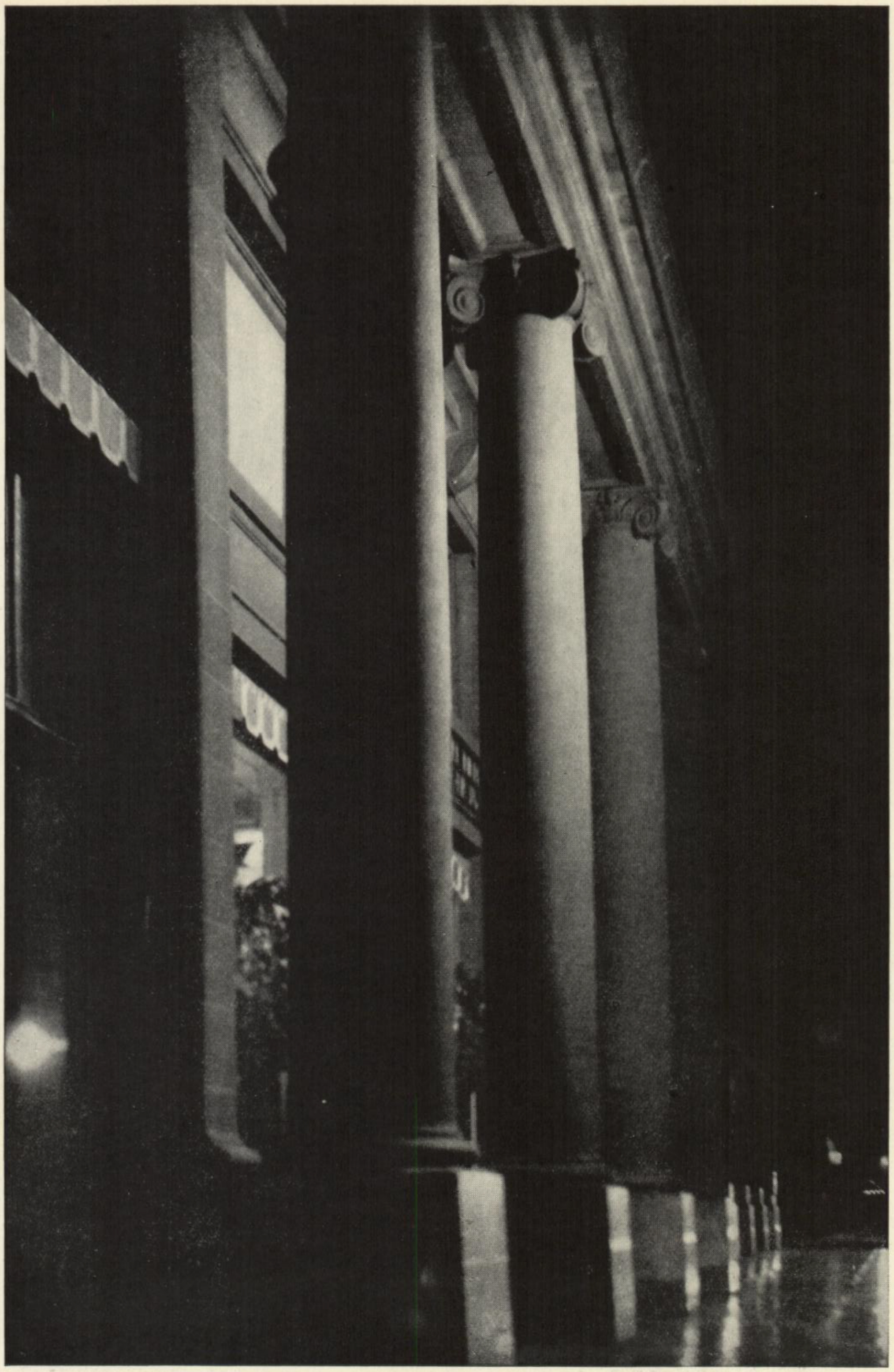
VIEWS AND FACTS OF THE RETAIL STORE OF

MARSHALL FIELD & COMPANY

INCLUDING ALSO BRIEF REFERENCES TO THE
MANUFACTURING, WHOLESALE, CONVERTING AND IMPORTING
INTERESTS OF THIS WORLD-WIDE ORGANIZATION

VISITORS' EDITION

CHICAGO — NINETEEN HUNDRED AND THIRTY-THREE

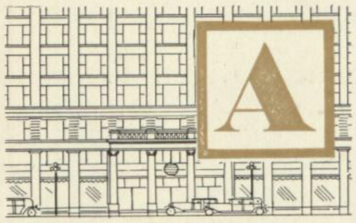


THE **M***ONOLITHS*

STATE STREET ENTRANCE
MARSHALL FIELD & COMPANY
RETAIL

FIELD'S—A MODERN STORE

A PAGEANT OF THE WORLD'S BEST MERCHANDISE



A GREAT modern retail store is a world in itself, vast, comprehensive, varied, colorful, alive. It is a constantly changing exposition of the merchandise of the world; a continual reflection of current trends and influences; and in turn a powerful influence on the ideas, tastes, and living standards of the public. It is the quickest channel through which the newest in style, design, art, literature are given to the public. It is the medium through which the latest practical inventions are made available to general use. Its entire organization, its far-reaching resources, conspire to bring the treasures of the world to its patrons.

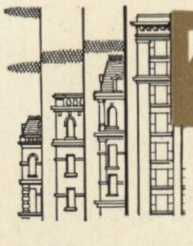
JAN 12 1934

"Field's," as it is intimately called by all Chicagoans and, indeed, by its thousands of friends and customers outside of Chicago, occupies a unique position in the life of the city. It has grown up with Chicago and is universally looked upon as something more than a store—rather as a civic institution which has had a part in the lives of all Chicagoans, great and small; a great downtown meeting place, inevitably identified with civic events, officially visited by all prominent people coming to Chicago, and shown with pride by their hosts as one of the chief show places of the city. Now it is proud to help the city, whose development it has closely paralleled, to celebrate A Century of Progress in Chicago's amazing career.

To give an adequate idea of this tremendous organization, now in its eighty-first year, would be impossible in this limited space. These pages can present only a brief review of the store as it is today, with a short history of its dramatic and rapid growth from a small dry goods store to one of the largest retail stores in the world.

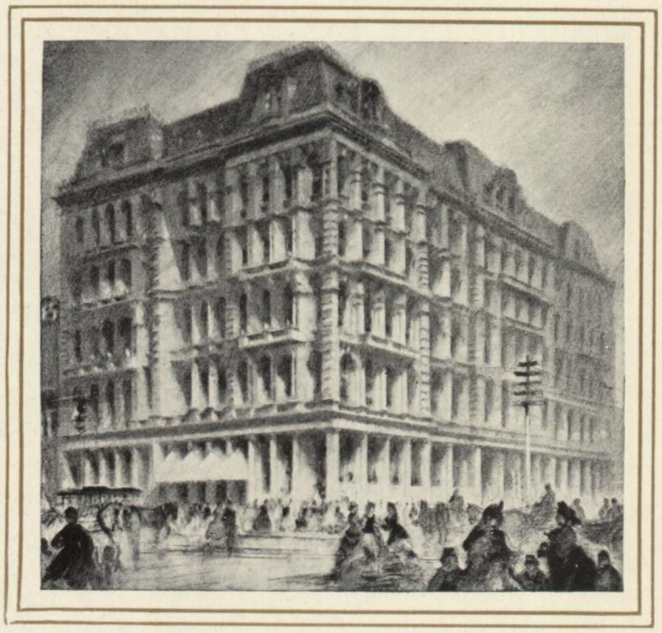
The store is growing constantly; growing with Chicago. Each week, each month sees some new development, some new enhancement. Still we can regard its present aspects as but a promise of future fulfillment.

A BRIEF HISTORY OF THE STORE



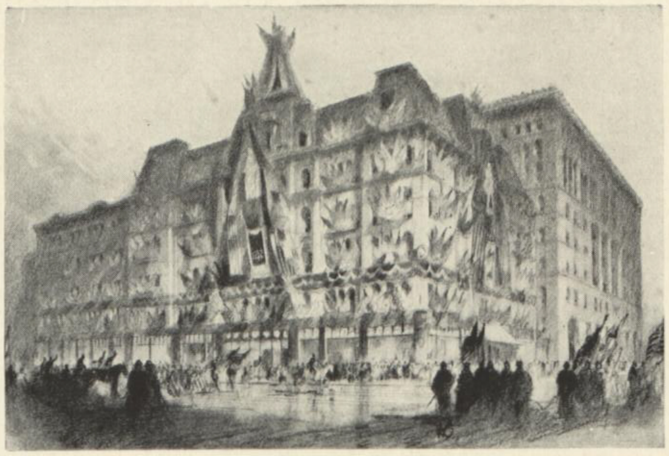
THE Retail Store of Marshall Field & Company, as it stands today, is the product of more than eight decades of progressive merchandising in Chicago. The name of the institution dates from 1865, when Marshall Field and Levi Z. Leiter sold out their interests in Farwell, Field & Company, and purchased important interests in the store of Potter Palmer, which had flourished since 1852 as one of the leading stores of Chicago. The new firm began doing business as Field, Palmer & Leiter, and introduced many changes in policies and methods. Within two years the remaining Palmer interests had been acquired by the new owners, and the firm became Field, Leiter & Company. In 1881, upon the retirement of Mr. Leiter, the firm became Marshall Field & Company.

For the first three years, under the Field-Leiter management, the store continued to do business in the building on Lake Street, between Dearborn and Clark Streets, which had been occupied by the Potter Palmer Store. In 1868 the thriving business, both wholesale and retail, was removed to a new building at State and Washington Streets, one of the principal corners of the present premises.



"FIELD & LEITER" IN 1868

When the great Chicago Fire of 1871 swept away the building, together with the surrounding portion of the city, Field, Leiter & Company were among the first to rally their organization with that remarkable resilience which characterized all Chicago at that time. The ashes of the building were scarcely cool before a new location was found in an old car barn at State and Twentieth



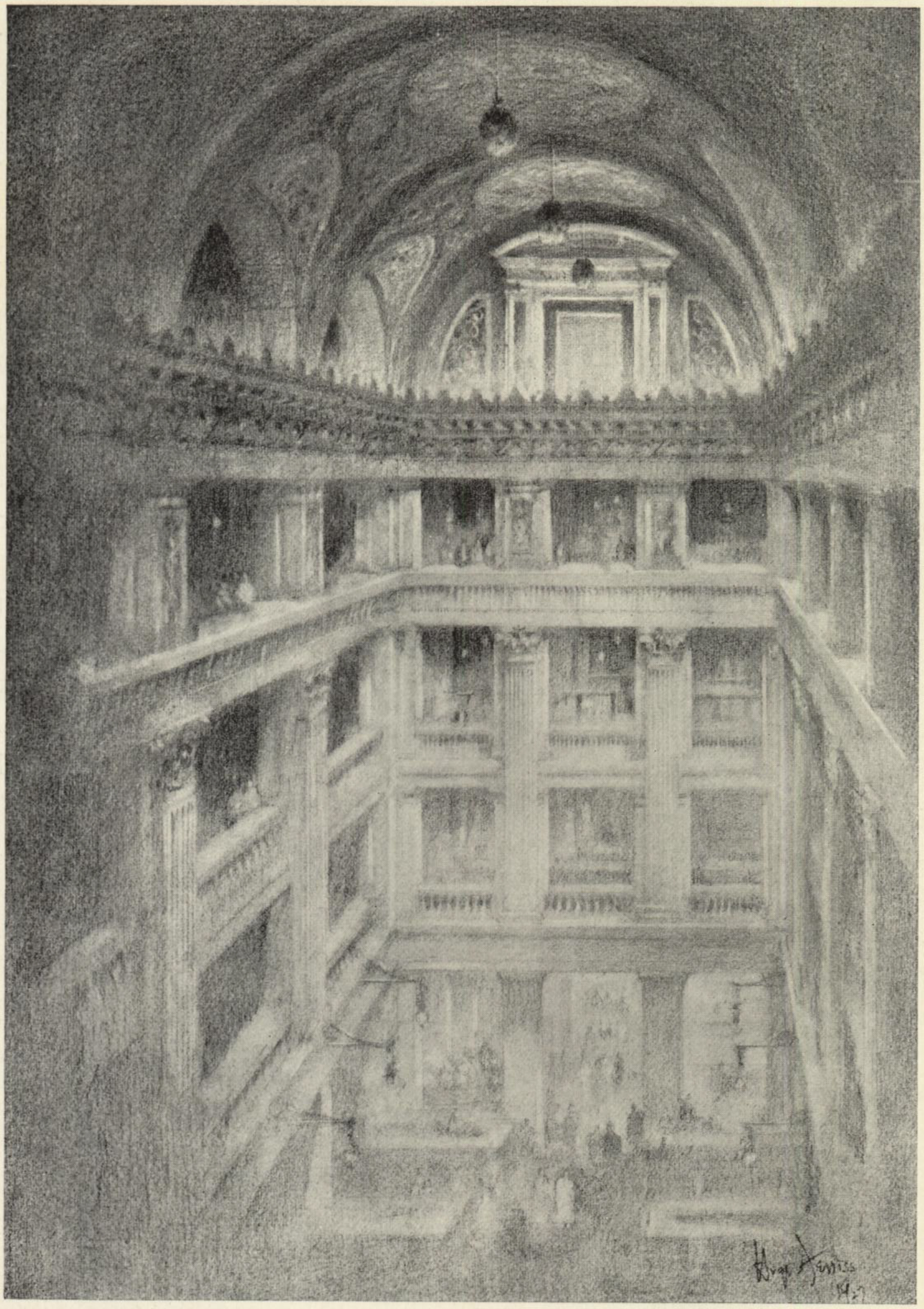
MARSHALL FIELD & COMPANY IN 1893

Streets, where a temporary store was opened and stocked to meet the emergency needs of the people. As soon as the fire was out the work of clearing away the debris began. A new store building was erected on the old corner, at State and Washington Streets, and occupied, in the Fall, 1873. Four years later, however, on November 14, 1877, the new retail store, stocked with new Fall goods, was burned to the ground.

Again the organization rallied and quickly established another temporary store, this time in the old Exposition Building, which then stood on the lake front where the Art Institute now stands. The following Spring better quarters were acquired in a building on Wabash Avenue, between Madison and Monroe Streets. Meanwhile a new building was being erected at the old corner, State and Washington, which was occupied in the Spring of 1879.

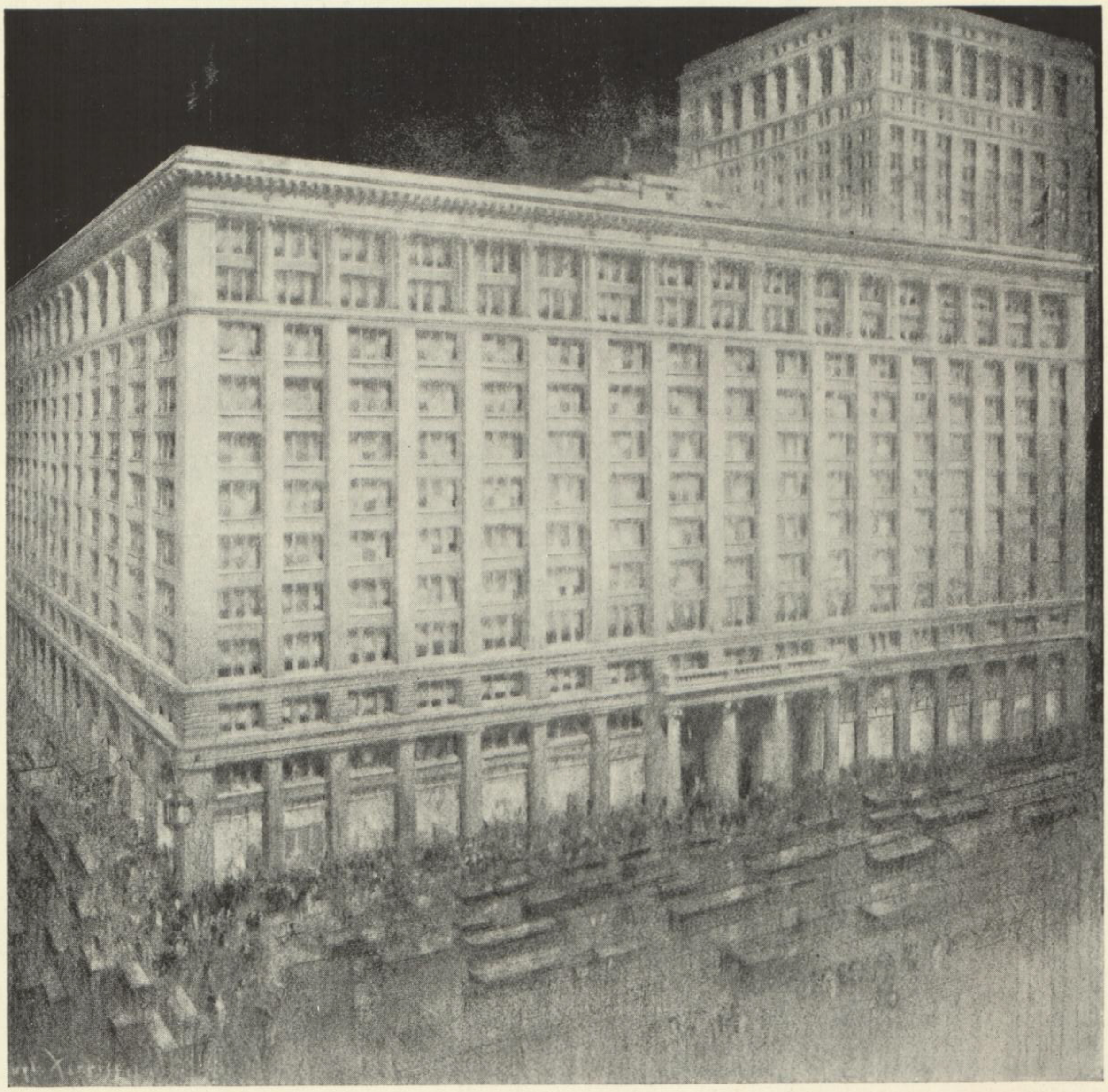
From that time forward the business grew rapidly. Adjacent buildings were acquired, new buildings were erected and gradually the whole block was covered as it is today, sections of the present buildings being completed in 1893, 1902, 1906, 1907 and 1914. The last portions of these buildings to be occupied were the fifth, sixth, seventh, eighth and ninth floors, Wabash Avenue and Washington Street, formerly occupied by offices and the John Crerar Library. These were added to the store premises in 1921 and 1926. The Marshall Field & Company Annex Building, at the corner of Washington Street and Wabash Avenue, was completed in 1914, and is the home of the Store for Men, about which there is an account further on in this book.

On the death of Marshall Field, in 1906, the management of the business was placed in the hands of the men who had long been directly engaged in its operation. In 1917 a reorganization was effected. All the common stock passed into the hands of the officers and employes of the corporation, the Estate of Marshall Field retaining only a part of the preferred stock.


Hugh Ferriss

THE TIFFANY DOME

INTERESTING VIEW OF THE SOUTH STATE STREET WELL
LOOKING UP INTO THE FAMOUS TIFFANY DOME

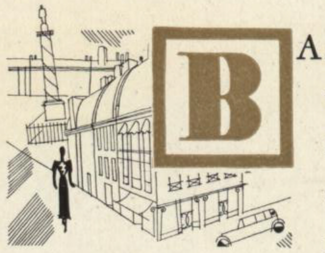


THE STORE TODAY

Above is a view of the State Street entrance with the Store for Men building towering in the background. Opposite page — the Tiffany mosaic dome is of Tiffany favrile glass and is believed to be the largest piece of glass mosaic in the world. It is also the first dome ever built of iridescent glass.

THE FIRST FLOOR

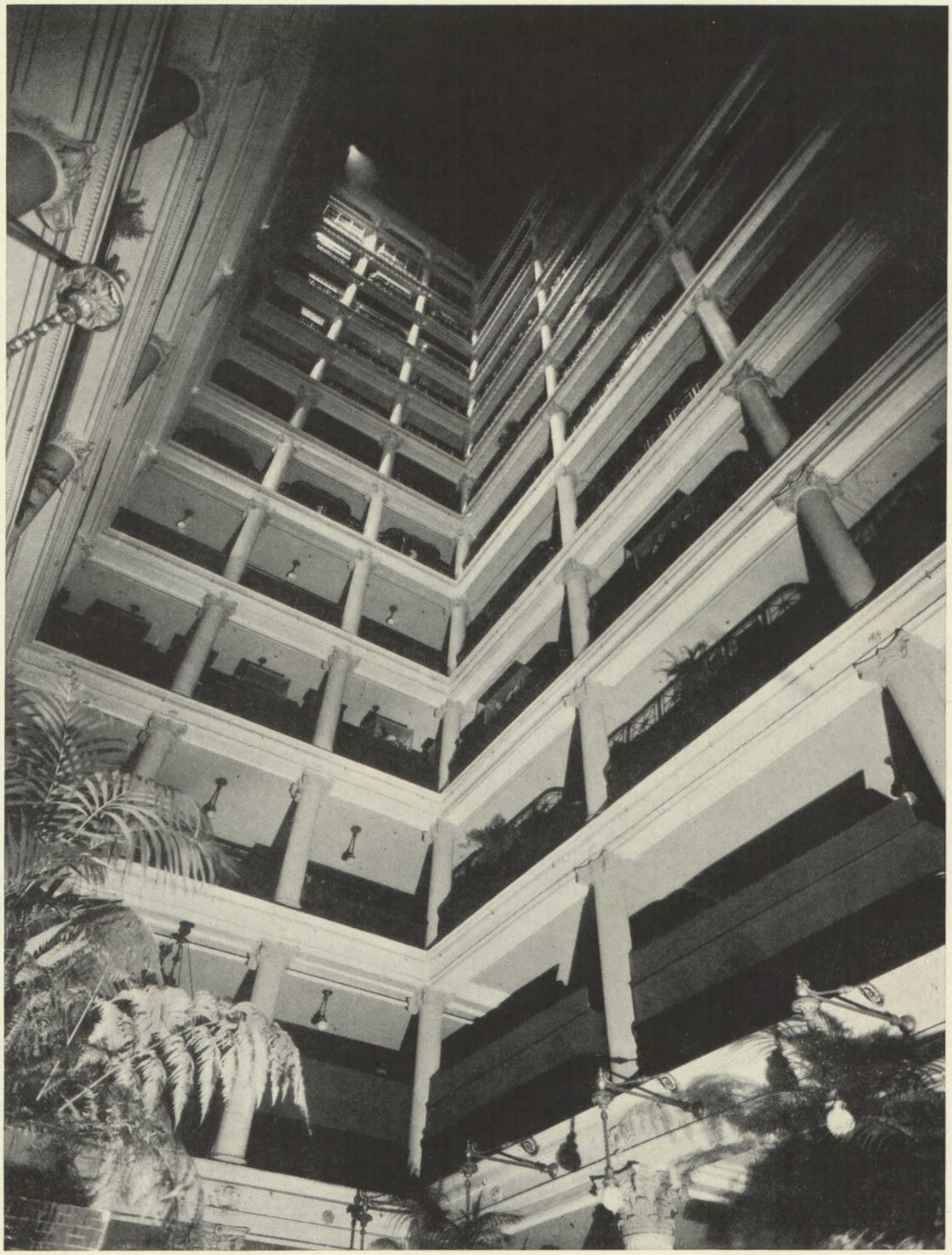
BRIGHT REFLECTION OF A COLORFUL WORLD



BAZAAR of chic and elegance is this first floor of Field's, with the wares of the smart world gathered into its many sections. Precious jewels, mounted or unmounted; semi-precious stones in clever settings; costume jewelry made famous by smart French couturiers who design it as part of their frocks; lovely handbags that will transform a woman's costume, all of the finest leathers and many interesting fabrics; hand luggage that will mark you as a sophisticated, seasoned traveler; correct stationery for every possible occasion, in the newest designs and engraved in our own workroom; exquisite pieces of silver, old and new; these and countless other things go to make up the brilliant displays on the Wabash Avenue side of the first floor.

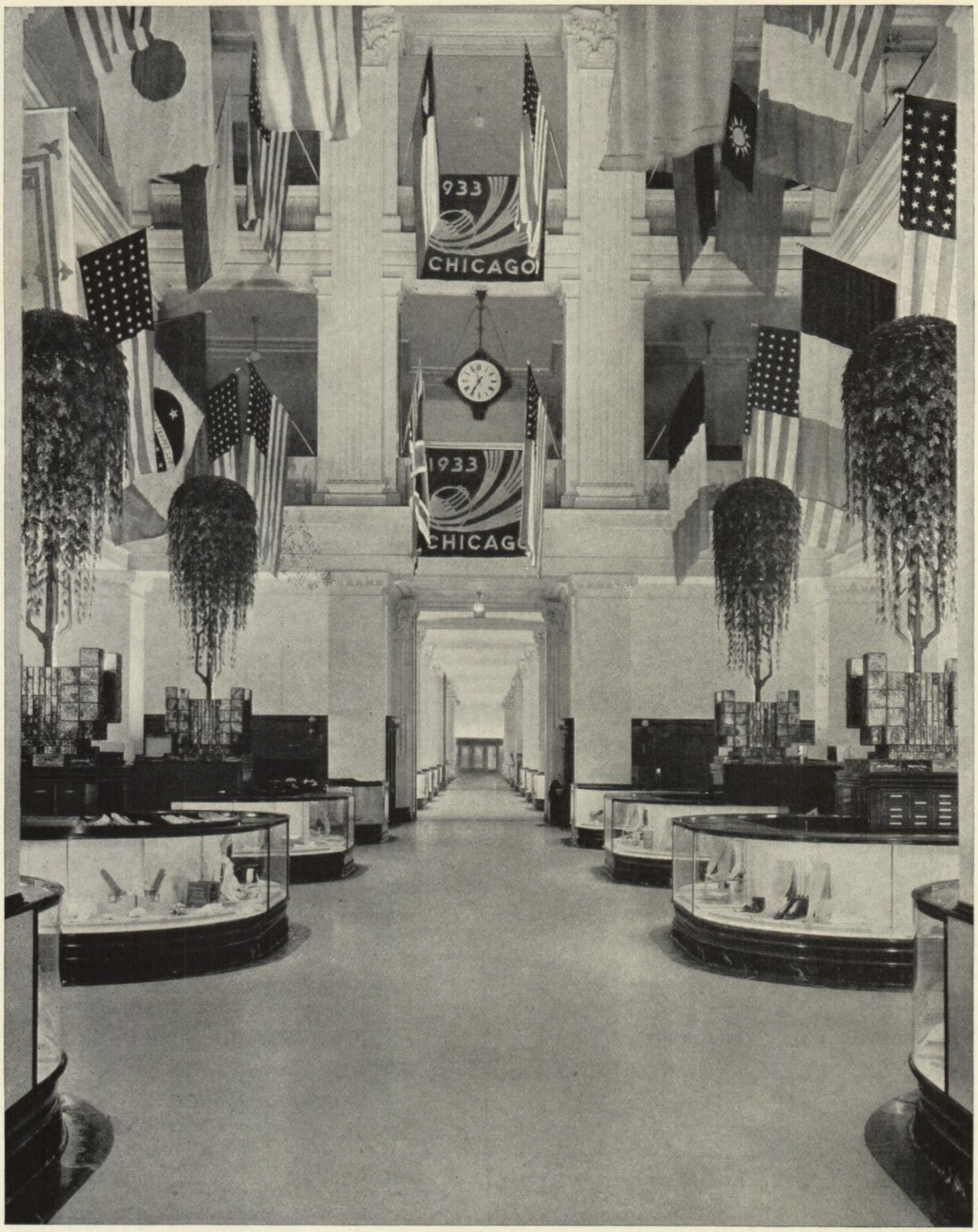
The colorful and fascinating display on the State Street side begins in the south room, with the bright discs of color which prove to be umbrellas and gay parasols for rain or shine; gloves of the finest imported and domestic makes; hosiery in an unlimited choice of colors; crisp neckwear; handkerchiefs with their infinite variety; multicolored ribbons; exquisite laces; a notion section where there is always one more discovery of some new thing that adds to the convenience of everyday living. And lastly, a toilet goods section which we believe to be unequaled in size and scope. Perfumes of practically every well known make, in fascinating bottles of many sizes, colors and beguiling shapes, created to be worthy of the delicious essences they hold; packages of all sorts of bath powders, soaps, cosmetics and the myriad other toilet accessories. Not the least among these is the extensive collection of perfumes, cosmetics and other preparations in smart packages, all from the laboratories of Marshall Field & Company.

On this side, too, is the new Visitors' Bureau. At this desk, near the Washington Street door, guides and interpreters may be secured to take visitors about the store on shopping or sightseeing expeditions.



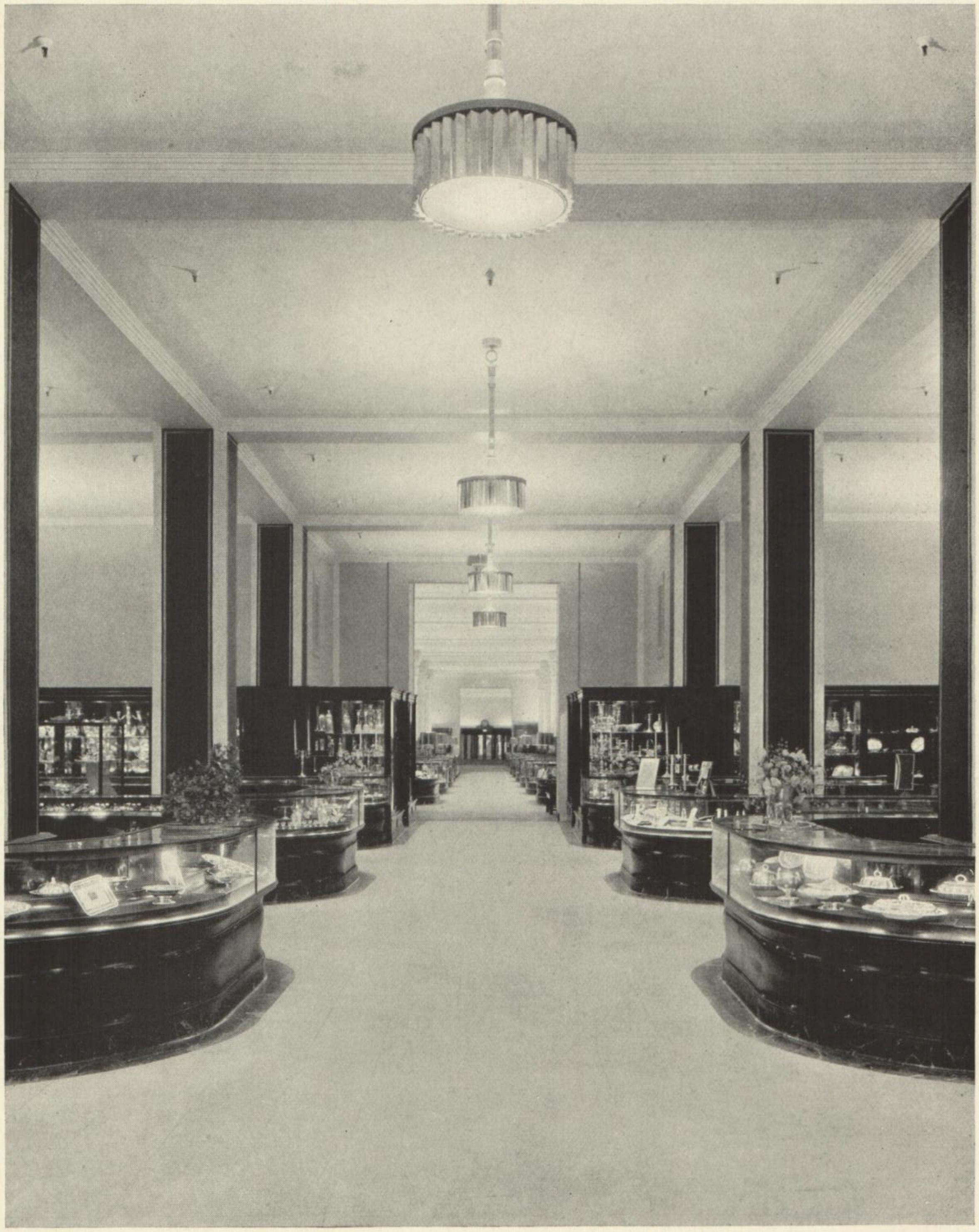
THE NORTH WELL

LOOKING UP INTO THE NORTH STATE STREET COURT WHICH ASCENDS FOR THIRTEEN STORIES. THIS IS ONE OF THE MOST UNUSUAL SIGHTS IN THIS OR ANY OTHER BUILDING


1933
CHICAGO
1933
CHICAGO

FIRST FLOOR, STATE

AN INTERESTING VISTA SHOWING THE GALA CENTURY OF PROGRESS DECORATIONS AND THE NEW INDIRECT LIGHTING



FIRST FLOOR, WABASH

LOOKING FROM THE NEW MODERN SETTING OF THE SILVER SECTION, SOUTH WABASH AVENUE BUILDING, THROUGH TO THE RANDOLPH STREET DOOR

THE FABRIC SECTIONS

THE SECOND FLOOR

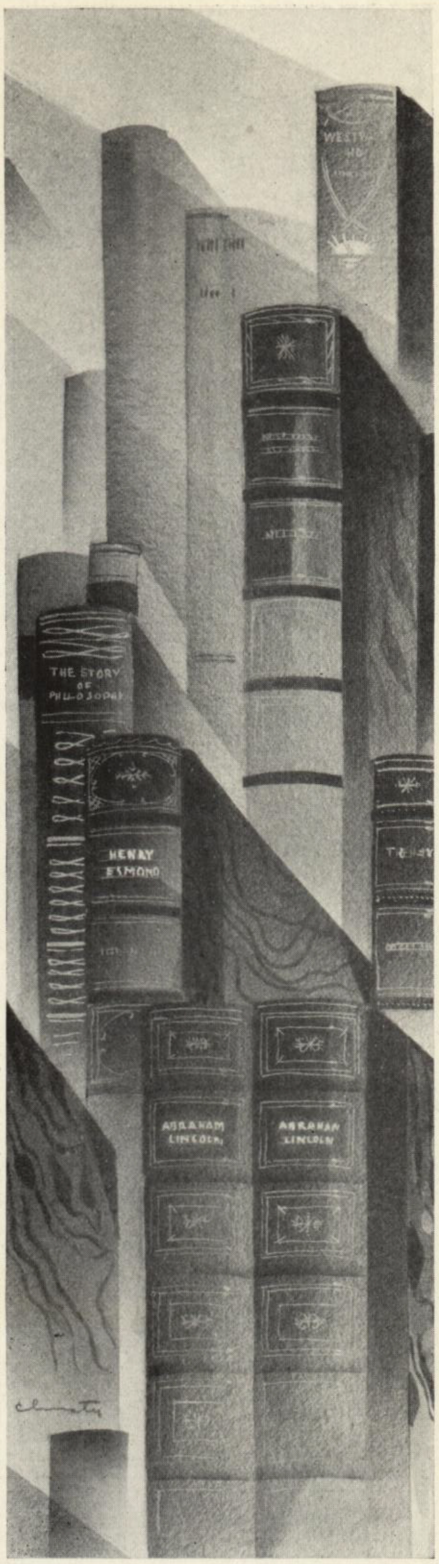
A varied array of beautiful fabrics . . . cottons, woolens and silks . . . is a prominent part of the State Street side of the second floor. From the mills of Marshall Field & Company come many of these lovely materials, some of them specially designed by prominent artists and dressmakers for Field's.

The rest of the State Street side of the second floor is devoted to the Linen Section. Here brides-to-be can order their trousseaux complete, no matter how humble or magnificent they may wish them to be. Here housewives make their selections from a complete range of linens, towels and bedding. Priceless lace cloths and gay peasant luncheon sets; new ensembles for bathroom and kitchen; downy, colorful blankets.

The picture on the opposite page is representative of the exquisite glass and china which, with lamps, pictures, artwares, and decorative flowers, occupy the Wabash Avenue side of the second floor.

CHINA AND GLASSWARE

MODERN EXAMPLES AS WELL AS ALL THE LOVELY OLD WELL-KNOWN WARES, RICH IN TRADITION AND BEAUTY, ARE TO BE FOUND ON THE SECOND FLOOR



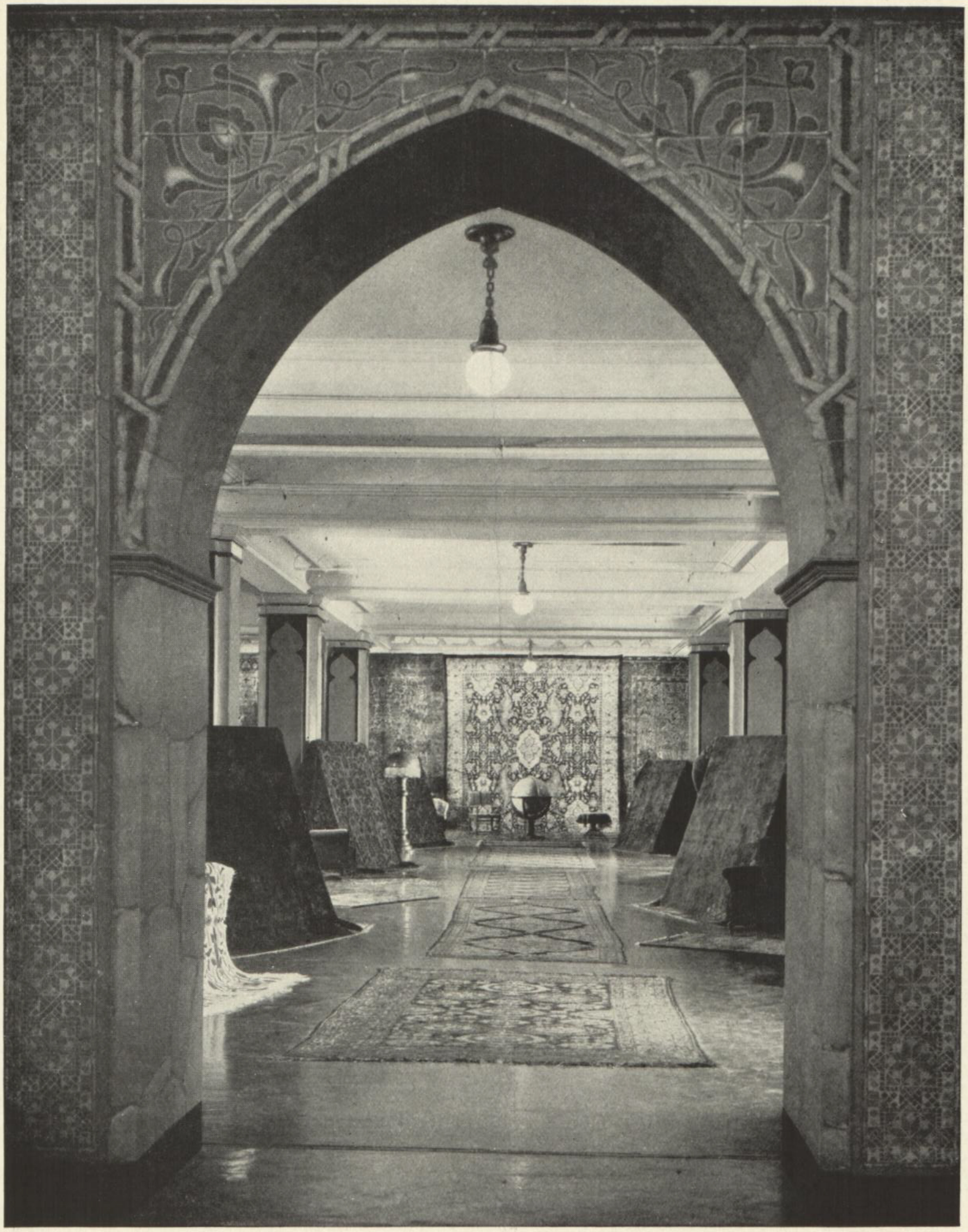
THIRD FLOOR

Books are on the third floor, Wabash Avenue side. Here book lovers come not only to buy but to browse, inspect rare editions, and look up special subjects. And here they have an opportunity to meet their favorite authors, hear them speak and have them autograph their newest books. For scarcely a week goes by without some distinguished author visiting the Book Section to address a gathering of his Chicago admirers.

There is also a large, spotless Candy Section on this floor, where every possible kind of sweet can be sampled and purchased.

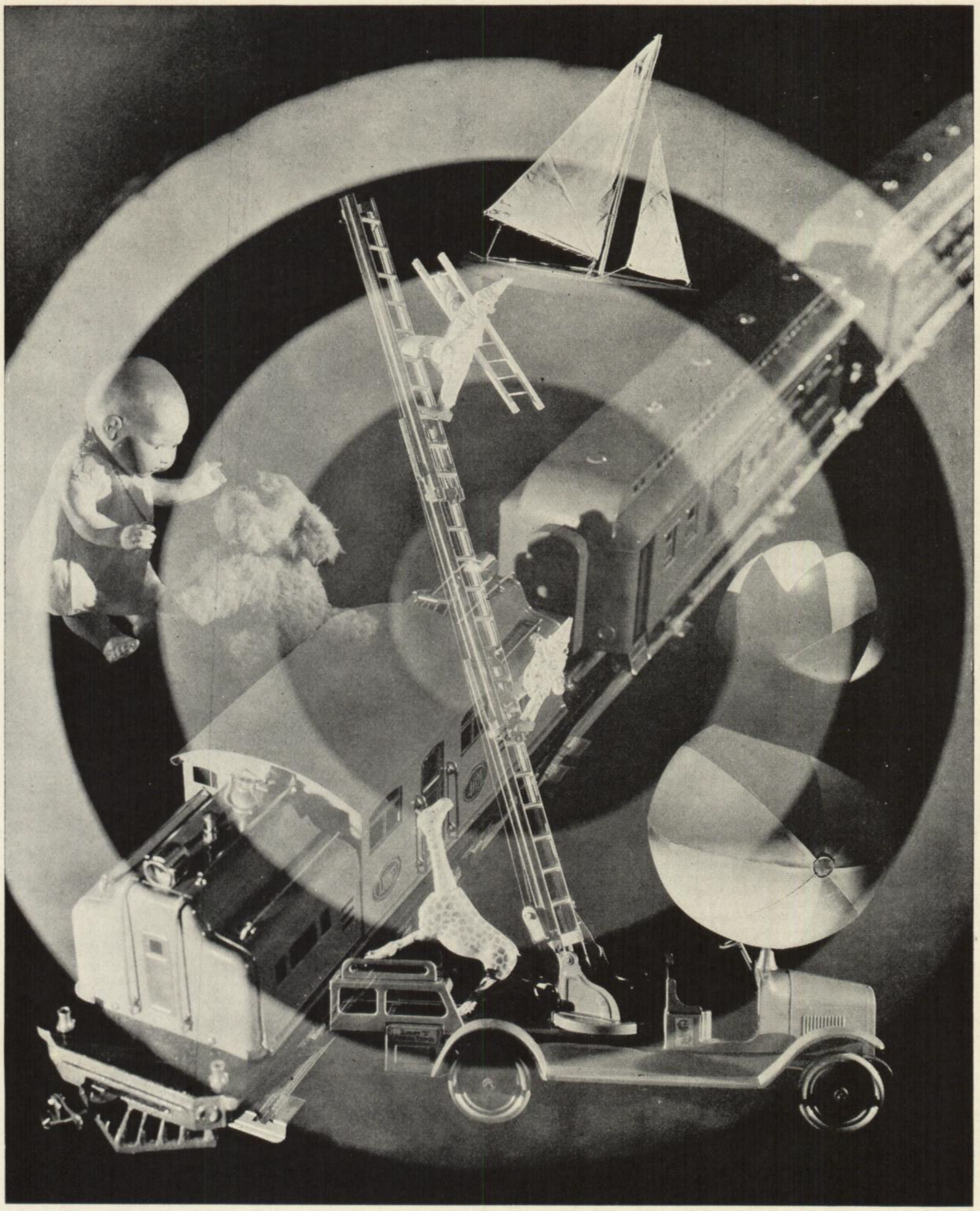
And in the State and Washington Street corner of this floor is the Fancy Goods Section where you can purchase materials for all kinds of handwork: knitting, crocheting, rug making, embroidery, etc. . . . and where experienced instructors will help you with explicit directions.

From every corner of the globe come rugs and carpets for the magnificent Rug Section on the third floor. From Hindustan, China, Morocco, Persia, Mexico, New England come wonderful treasures in floor covering, and there are also the marvelous Karastans, Karashahs and Kara-Saruks, almost indistinguishable from the real orientals from which they are copied in Field's own mills. Here, too, is a room specially set aside for one of the finest displays of linoleums in the world.



ORIENTAL RUGS

IN THIS MOORISH SETTING IS DISPLAYED ONE OF THE FINEST COLLECTIONS OF ORIENTAL RUGS IN THE WORLD



THE TOY SECTION

TO THE CHILD A LAND OF ENCHANTMENT—TO THE GROWN-UP AN ESCAPE FROM HIS EVERYDAY WORLD—THE YEAR-ROUND TOY SECTION OF FIELD'S IS KNOWN FAR AND WIDE, DISTINGUISHED FOR ITS SIZE AND SCOPE

THE YOUNG PEOPLE'S FLOOR

EVERYTHING FOR THE OUTFITTING AND THE PLEASURE OF THE YOUNGER GENERATION

THE FOURTH FLOOR is the children's floor. Land of small dresses and suits and hats and shoes and toys. Here the children, until they are practically college age, can do all their shopping. First there is the Layette Room, an entrancing place for those who are interested in the youngest persons imaginable. There are exquisite garments in the little French Room. There is nursery furniture, there is every kind of garment for the child up to six years of age. And here young mothers may get the most expert advice as to the best types and qualities of *first* clothes.

Children's and Young Moderns' hats have a section to themselves on this floor; shoes are in a department fitted with low chairs and a sand pile; shoes for Young Teens are in a special little section of their own.

Young ladies of tender years make their choice from a wondrous collection of appropriate models of the leading designers of clothes for children, both here and abroad. Young gentlemen find the smartest masculine cuts in London and Scotch tweeds. School girls and boys find simple, practical things for play and sports. On this floor the young girl selects her first party gown. Here the boy comes for his first momentous long trousers. Here they may both come to a special bureau for information about schools or camps: their locations, activities, requirements, standing, and equipment.

The floor caters to other needs of the child. In fact, a whole absorbing day may be spent here at any time, only interrupted by the interval of lunch in one of the Tea Rooms. Little children may have their hair cut in a cozy little room set apart exclusively for them; or they may be "parked" in the jolly playroom while mothers do their shopping. Frequent educational displays and entertaining diversions also make this floor a place where children love to come.

A pleasant hour can be spent any time in the radio and phonograph departments or in inspecting the various makes of sports equipment.

THE LAYETTE ROOM

The Toy Section is the home of one of the largest and most comprehensive collections of unusual toys anywhere in the world. Many of them are made exclusively for Field's and designed especially to stimulate the imagination of the child and develop his taste and initiative. The old fashioned "choo-choo" no longer satisfies these demanding young moderns. Electric Twentieth Centuries and Broadways whirl round the tracks; automobiles are 1933 models; steel construction materials build the newest speed boats and airplanes and all the other great structures of modern engineering. And in the doll section a sophisticated and cosmopolitan group show nationalities of every country. Tiny wardrobe trunks are of the latest make, filled with the most alluring clothes, and doll-house furnishings reproduce in miniature everything that a real, modern apartment contains, from toasters and percolators to hand-hooked bedroom rugs.

The fourth floor is calculated not only to fill the needs but to satisfy the soul of the modern Twentieth Century child.

THE FIFTH FLOOR

THE French Dressmaking Rooms on the fifth floor are the luxurious quarters of our custom apparel. Treasured in the files of this department are ancient order and appointment books that form a veritable social history of the city. Here, five generations of Chicago belles have ordered their gowns for debuts, balls and weddings. During the first World's Fair designers were kept busy day and night making costumes for all the gay functions of that never-to-be-forgotten summer. Here, Mrs. McKinley's inaugural gown was created and dispatched to Washington.

It has become a tradition in the fashionable world to come to this section to have clothes made to order. Models are duplicated or adapted to suit individual preferences and requirements. So personal is this service that our "vendeuses" often buy French models with particular customers in mind. The Chicago bride, as well as the debutante, often comes here for her entire wardrobe. And now, added to this service, is that of making and renting costumes for costume balls and masquerades, as well as creating costumes for theatrical performances.

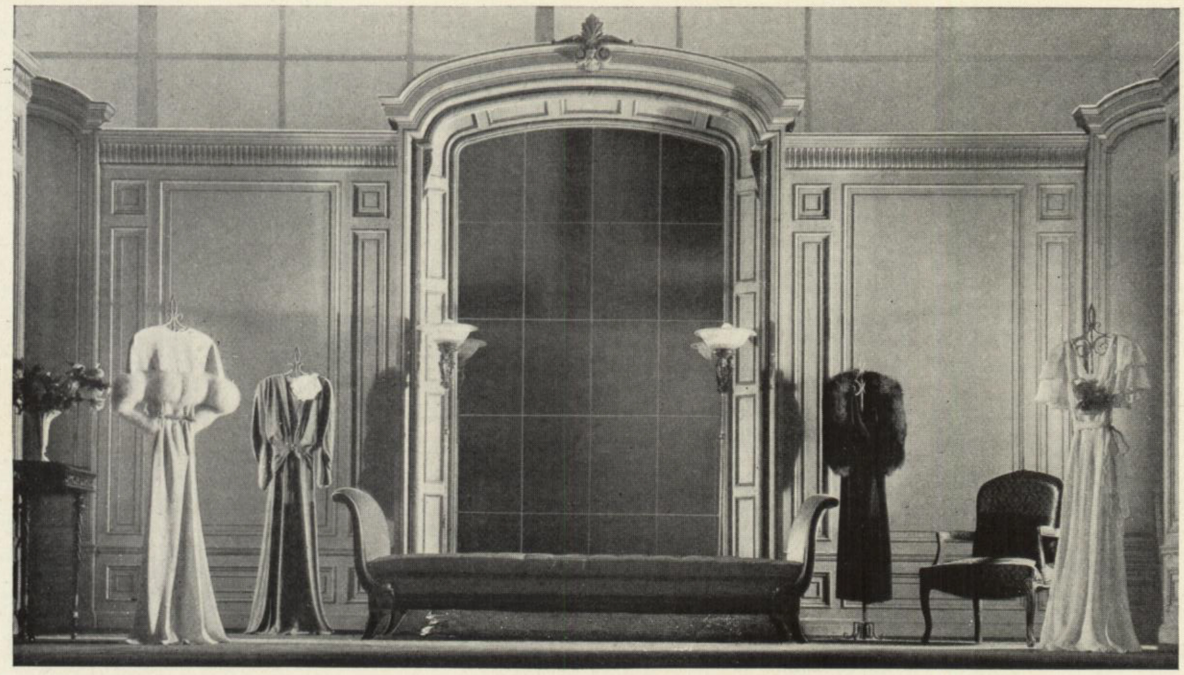
Nearby are the millinery rooms, conveniently located so that a busy customer can match her hats to her costumes while she is being fitted, selecting from a collection of the latest models. Millinery is divided into the French, Debutante, Modern and Moderately Priced Rooms.

On the other side is the Shoe Section with its little Louis XVI Salon where the famous Aristo shoes are sold. There is also the Young Moderns' Section which caters to the smart tastes and limited budgets of the younger generation.

Adjacent to the French Dressmaking Rooms is the Lanchere Beauty Salon. In the restful calm of this salon, the ravages of the day can be soothingly repaired. In the beautiful, spacious surroundings, expert hairdressers and manicurists are at your service; stimulating facials are administered; the MacGregor Method of Rejuvenation will act as a magic tonic restoring the spirit and contour of youth. Lanchere products, made by Marshall Field & Company, as well as the MacGregor preparations, are used in the Salon.

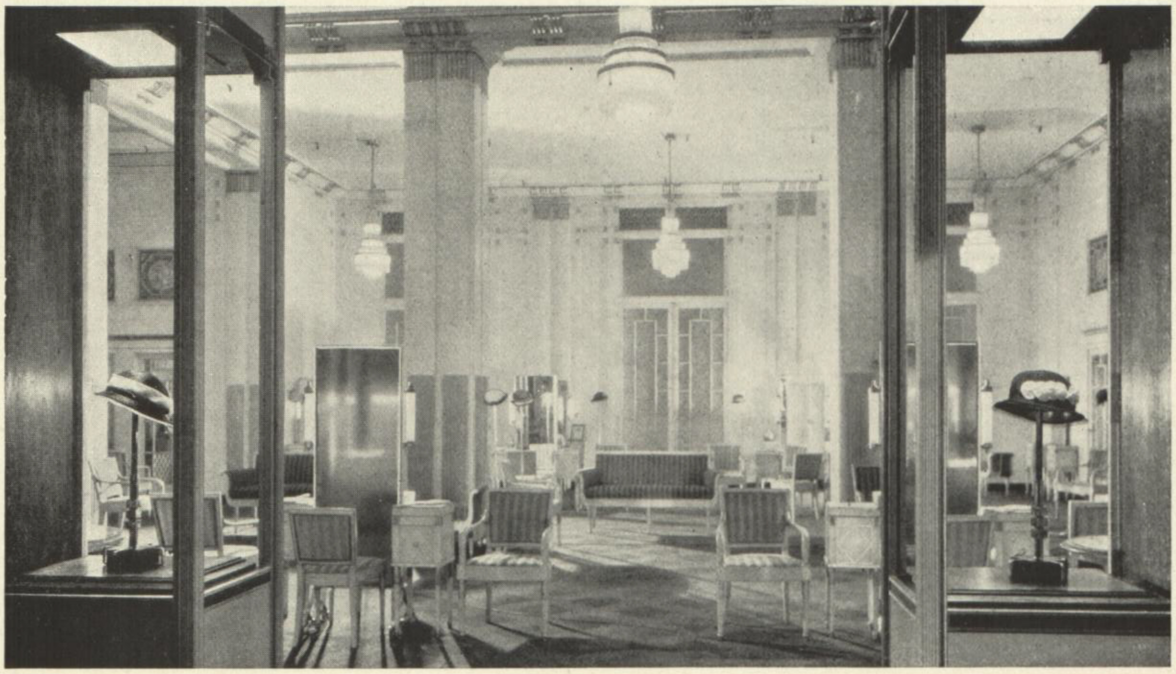
On this floor also are utility dresses, corsets, negligees and lingerie.

THE SHOE SALON

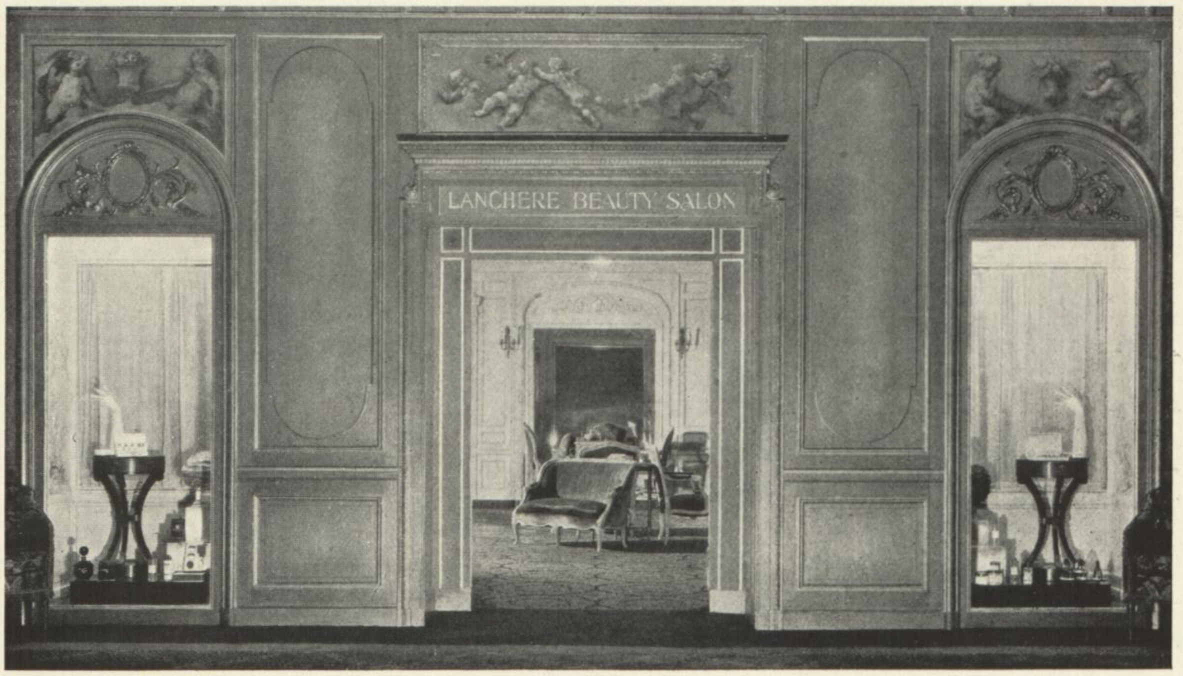


THE FRENCH DRESSMAKING ROOMS

ABOVE—A VIEW OF THE LOUIS XVI SHOE SALON
BELOW—ONE OF THE CHARMING ROOMS IN THE FRENCH DRESSMAKING SUITE
THIS DEPARTMENT IS SOMETIMES CALLED THE CUSTOM APPAREL SECTION



THE FRENCH MILLINERY ROOM


LANCHERE BEAUTY SALON

THE LANCHERE BEAUTY SALON

ABOVE—THE FRENCH MILLINERY ROOM WHICH IS ONE OF THE NEWLY REDECORATED ROOMS ON THE FIFTH FLOOR. BELOW—THE LANCHERE BEAUTY SALON

THE SIXTH FLOOR

THE SIXTH FLOOR of Field's has come to occupy an important place not only in the lives of Chicago women but women in many other cities as well. A trip to Field's is like a shopping trip to Paris. Women find here the very smartest and newest things, the very latest ideas of fashion translated into exquisite materials and executed with those satisfying standards of workmanship which give them the stamp of perfection.

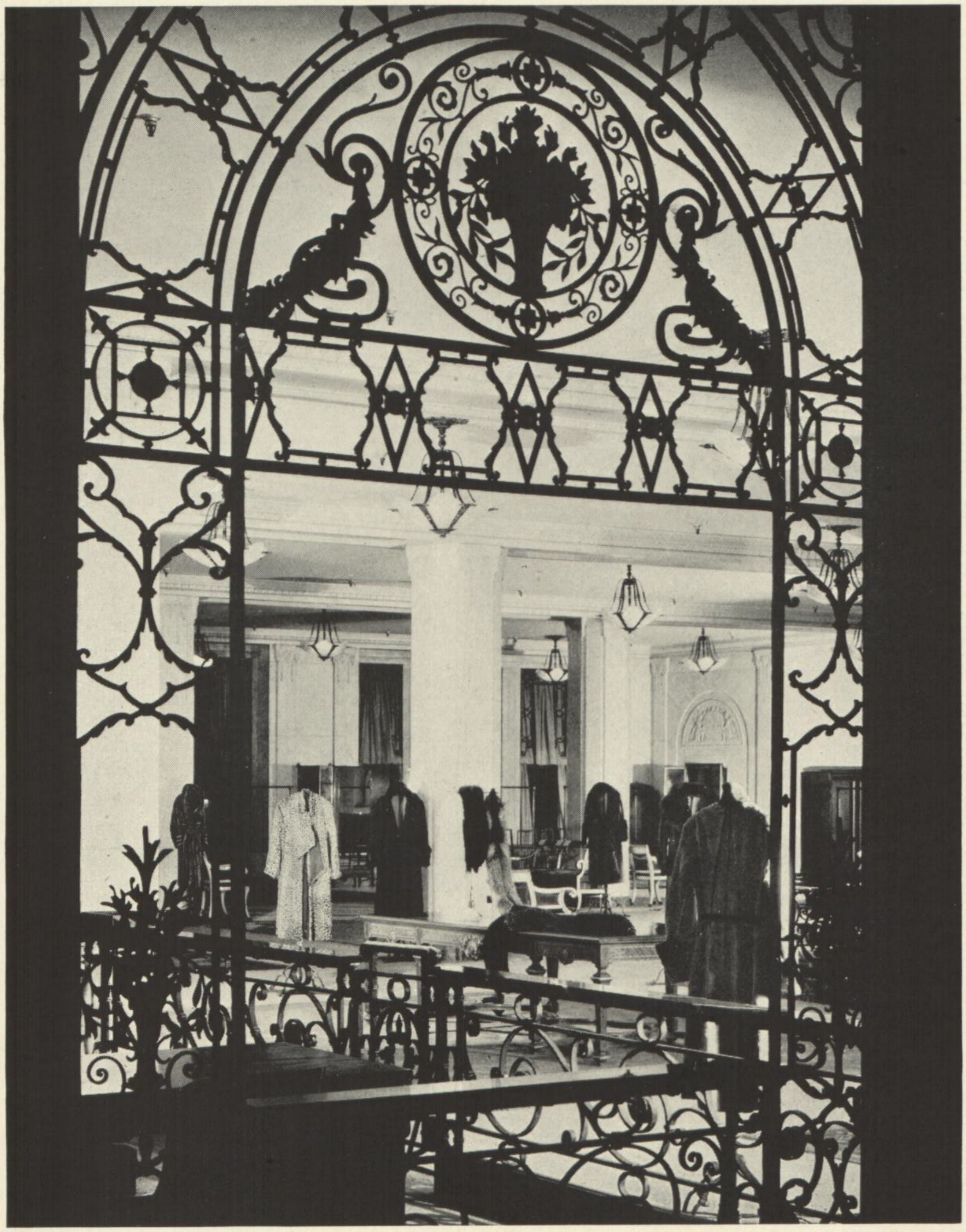
This sixth floor is organized to supply every need of outer apparel for women and misses, for the college girl, the junior, the petite miss, the prospective bride, the hostess, the matron, for every type of woman. The sections on this floor include coats, suits, furs, blouses, and dresses for every occasion.

In these collections are always many Paris models selected either by our own buyers who attend all of the big dressmakers' openings in Paris, or by our resident buyer there. This buyer is constantly in touch with the dressmakers and consequently is immediately *au courant* with every new style development. In addition to the original models are the reproductions and adaptations, as well as the best productions of American designers.

A department of paramount importance on this floor is the Fur Salon with its exclusive collections of rich and beautiful furs. The latest Paris models are shown here as well as in the dress and coat sections. This section maintains its own workrooms, designers, and a made-to-order department.

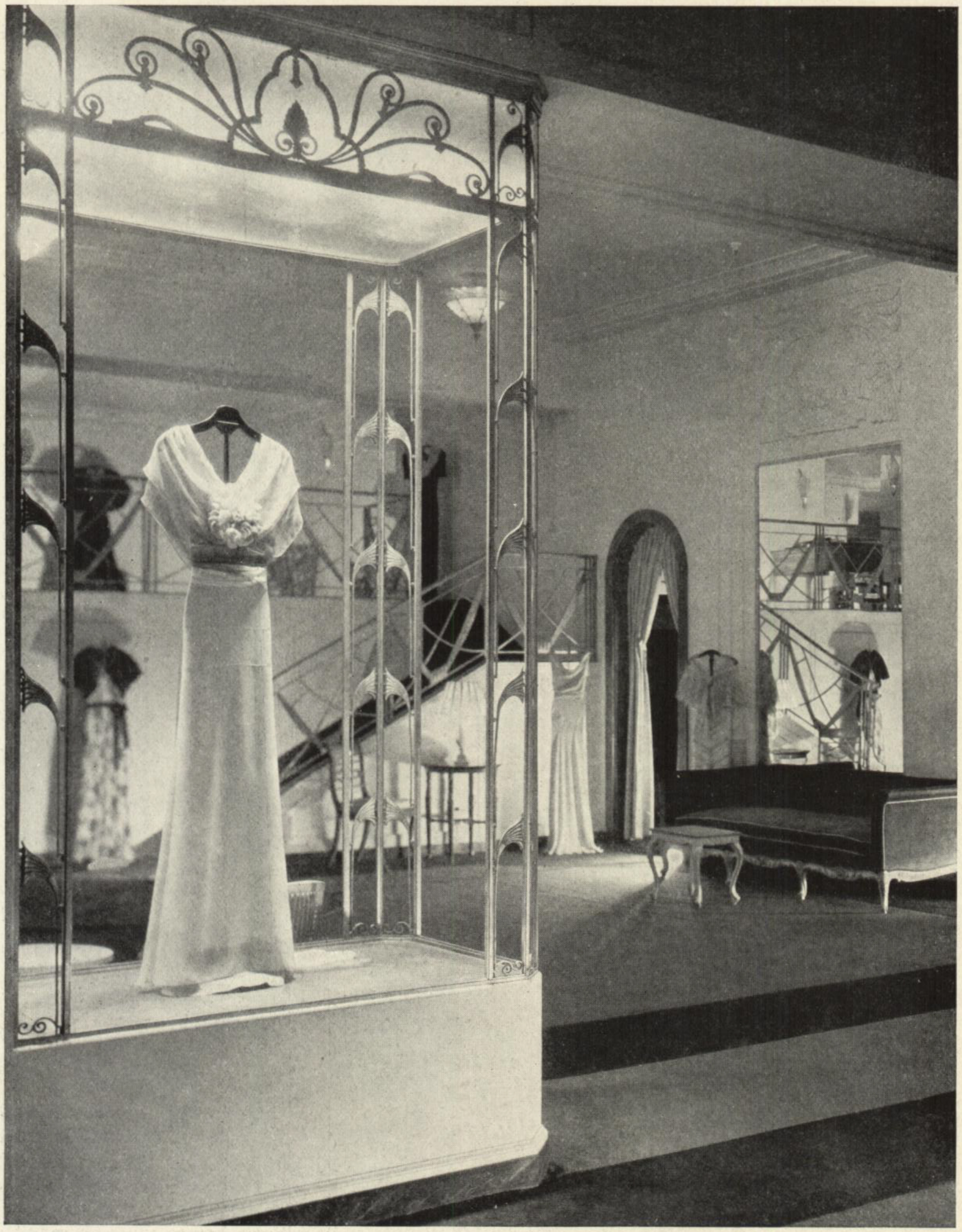
The little Black and White Room offers a most efficient and unobtrusive service to women who are in need of black or of black and white. The section which specializes in slenderizing lines is well-known for the smartness of its models. The Sports Room provides the smartest models for every kind of sport and for the chic spectator.

Fashion Center, in its own little modern salon, is exactly what its name implies. It is run by a smart young woman who practically commutes to New York and always keeps Fashion Center up to the minute in clothes for women of all types and ages. The saleswomen are trained to know fashion trends and are glad to be of service in the choice of appropriate costumes.



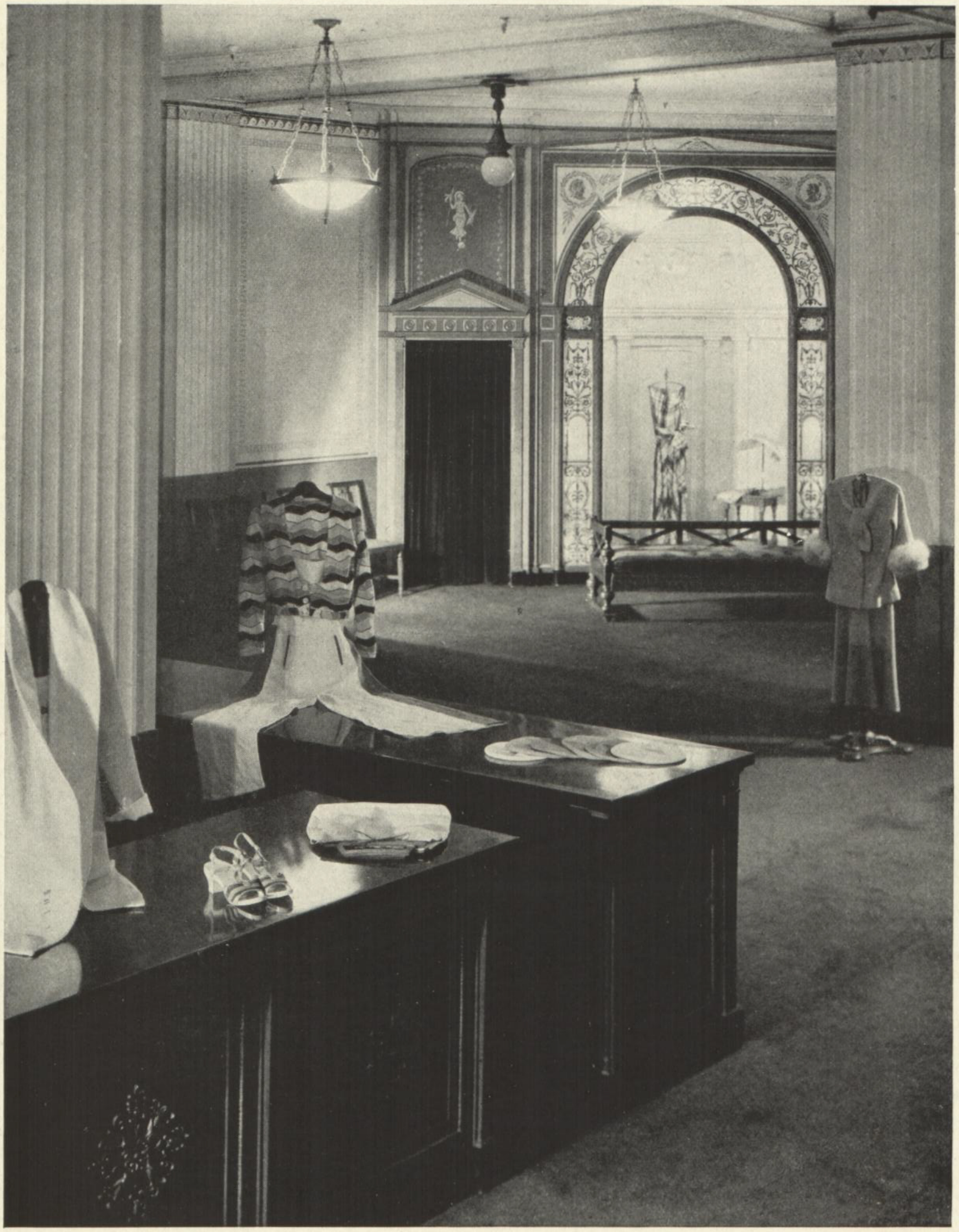
THE FUR SALON

NO MORE ATTRACTIVE SETTING COULD BE FOUND FOR RARE AND BEAUTIFUL FURS THAN THE FUR SALON WHICH HAS BEEN DECORATED IN THE MODERN MANNER



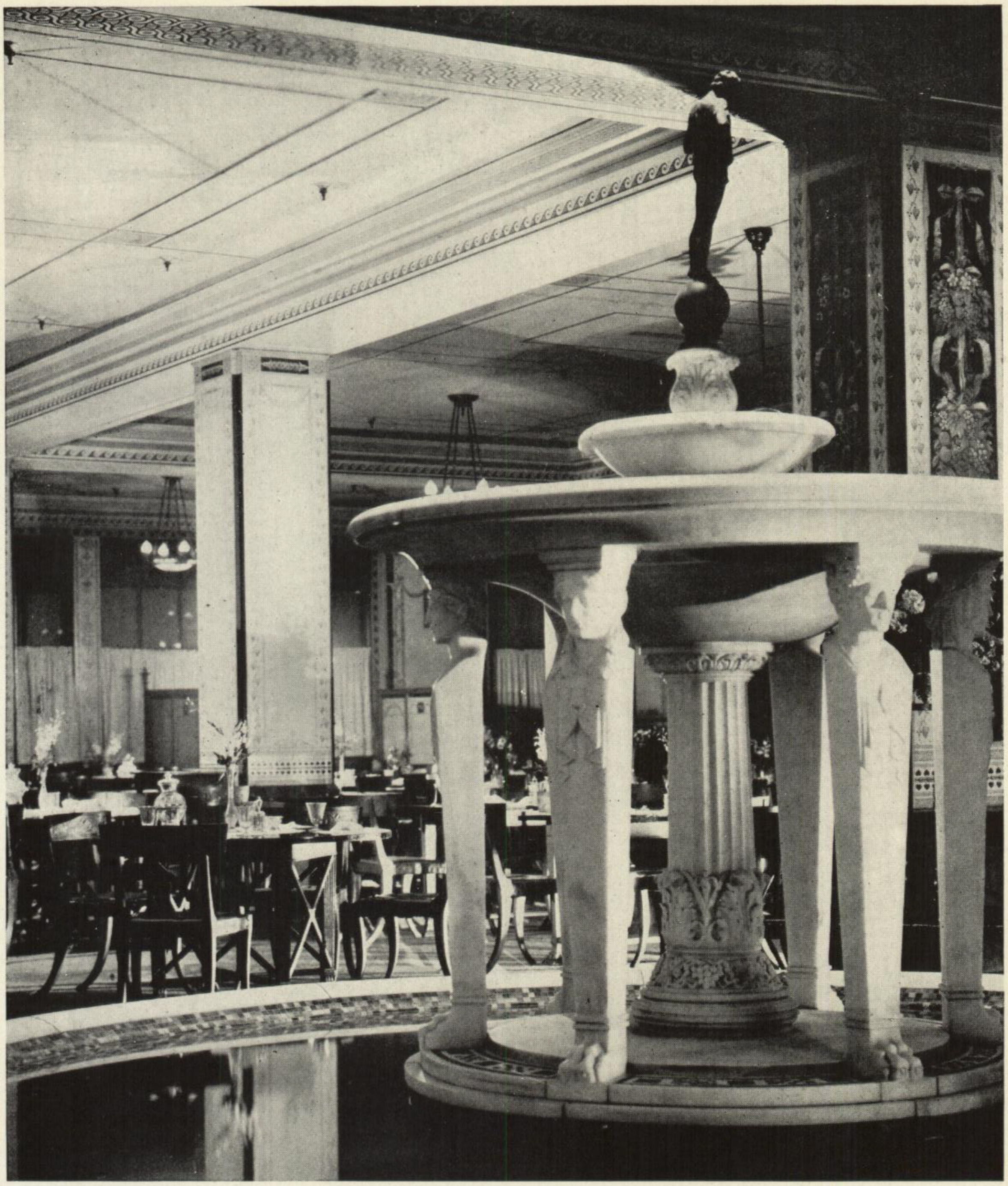
FASHION CENTER

THE EXQUISITE AND MODERN LITTLE SALON WHERE A WOMAN MAY SELECT HER ENTIRE WARDROBE



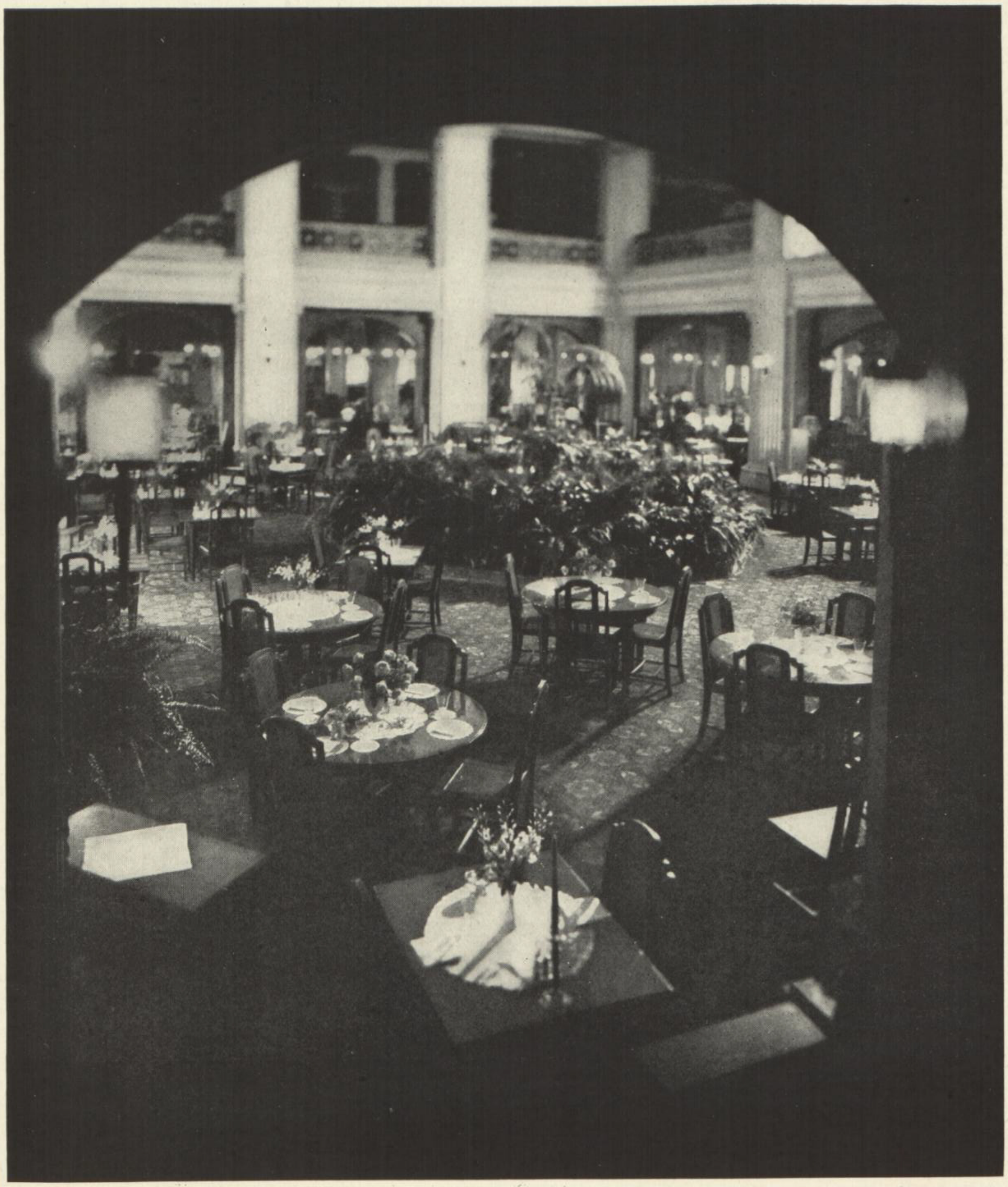
SPORTS ROOM

THIS SPORTS ROOM ON THE SIXTH FLOOR CATERS TO EVERY NEED OF BOTH THE ACTIVE SPORTSWOMAN AND THE SPECTATOR



THE NARCISSUS ROOM

THE FOUNTAIN OF THE NARCISSUS ROOM IS COPIED FROM ONE OF THE OLD FOUNTAINS OF POMPEII. THE TEA ROOMS OCCUPY THE ENTIRE SEVENTH FLOOR, EXCEPT FOR ONE CORNER



THE WALNUT GRILL

THE WALNUT GRILL WITH ITS CHARMING FOUNTAIN IS ESPECIALLY COOL AND DELIGHTFUL IN SUMMER. THE AVERAGE NUMBER OF CUSTOMERS SERVED IN ONE DAY IN THE TEA ROOMS IS 6,000. THE RECORD NUMBER IS 13,155

THE HOUSE FURNISHINGS

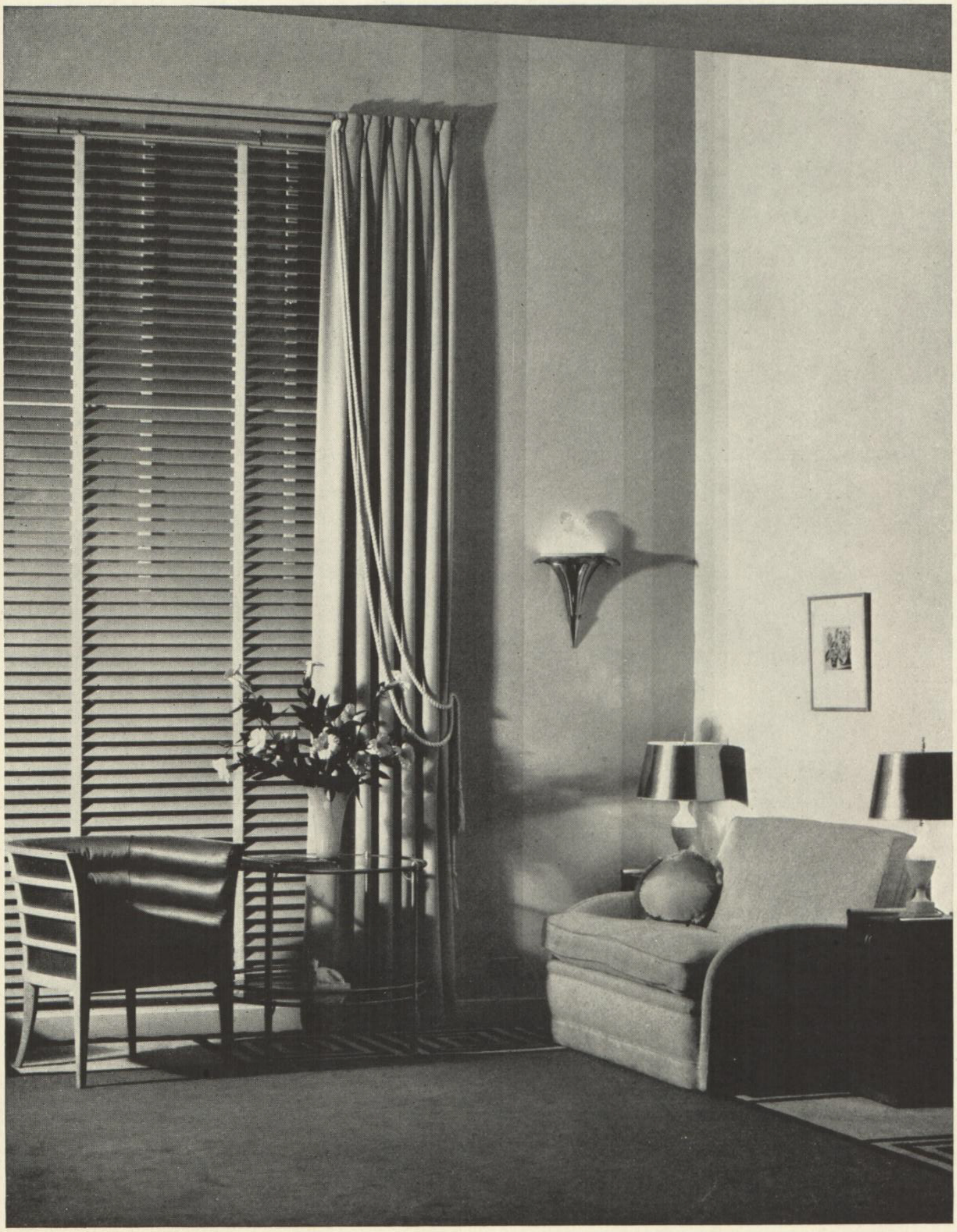
INCLUDING THE INTERIOR DECORATING GALLERIES AND THE CONTRACT DIVISION

ON THE EIGHTH FLOOR there is a series of rooms or alcoves arranged like a frieze around the whole floor. On the State Street side is the new Modern House with a stunning chalk-white exterior, furnished in the most comfortable, interesting modern spirit. Beside it, is the Budget House attractively decorated with an eye on the young householder's income. There are many single rooms, all complete with furniture and accessories from the other house furnishing sections.

It is impossible to imagine anything more comprehensive than this whole house furnishing division which, in its entirety, includes practically everything for private homes, from the tiniest kitchenette studio to the largest house, as well as equipment for hotels, clubs and apartment houses. The Interior Decorating Galleries and Contract Division which are on the ninth floor are also included in this group.

The eighth floor is for furniture exclusively. Here are productions from the finest furniture makers in America, and many imported pieces. The old designs of craftsmen of an earlier day are represented as well as the newest designs in modern furniture. Tradition Furniture, which was created for Field's, is one of the finest movements in present day manufacture of furniture. Built in the tradition of the old masters of their craft, this furniture repeats their excellent workmanship in exact reproductions and in modern adaptations of old pieces. The beautiful Tradition Town Apartment is one of the show places of the eighth floor.

One corner of this floor is occupied by porch and garden furniture of every variety: smart reed and wicker, wrought iron, for the sun porch and garden or terrace; rustic furniture for lodges and camps; pergolas, trellises, summer houses; swings and swinging couches, stone bird baths and sundials, and huge umbrellas. Everything, in fact, for making outdoor living comfortable and pleasant.



THE MODERN HOUSE

THIS IS ONE OF THE STUNNING ROOMS IN THE NEW MODERN HOUSE RECENTLY ERECTED ON THE EIGHTH FLOOR, ADJOINING THE ATTRACTIVE BUDGET HOUSE

Children's furniture has a section to itself where there are not only all the usual nursery pieces but a large collection of the most perfect diminutive reproductions of grown-up furniture.

The bed section is one of the largest of its kind anywhere. Many of the springs and mattresses are made in our own workrooms which produce the finest merchandise, both in quality and workmanship, that can be purchased.

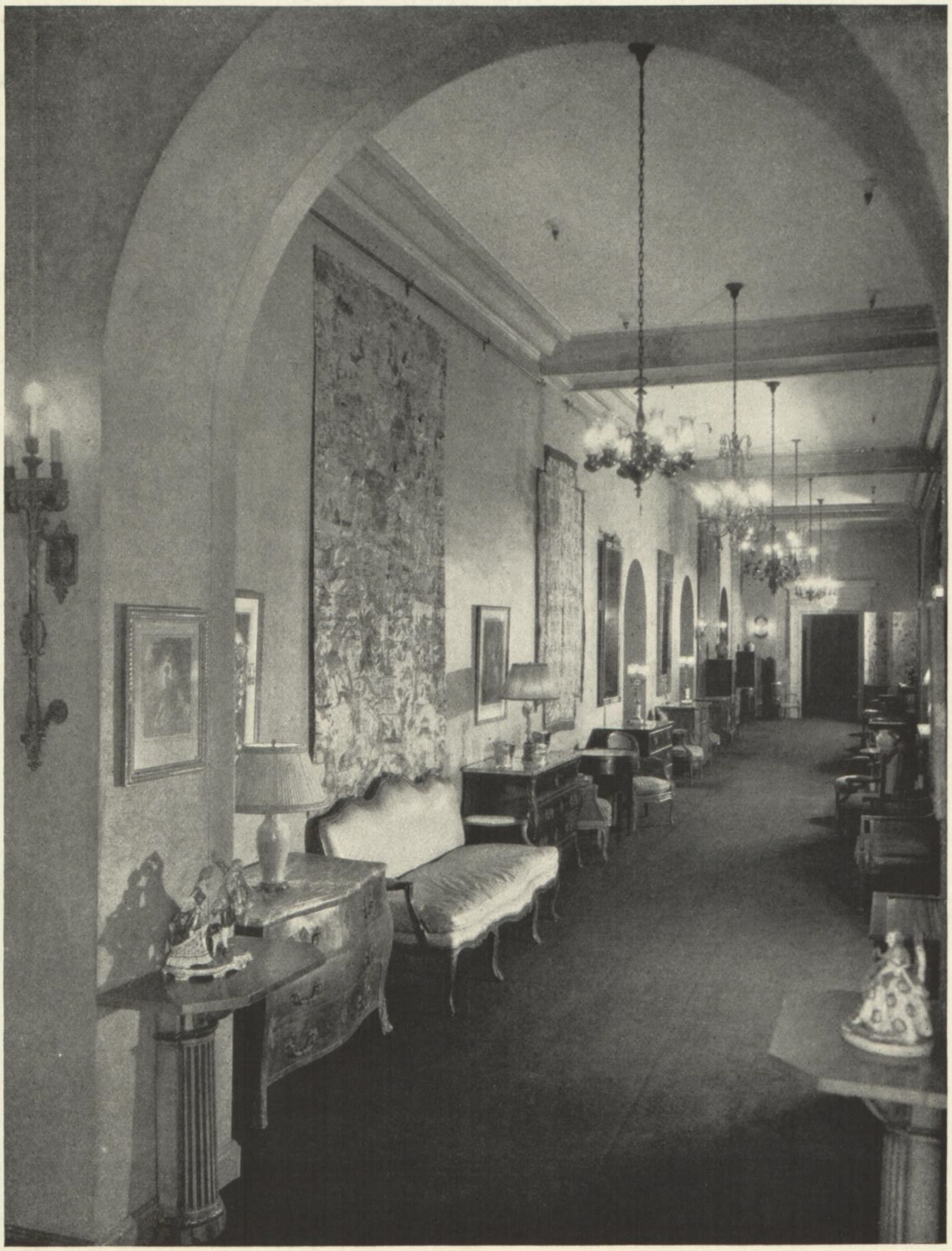
The Interior Decorating Galleries on the ninth floor boast one of the finest collections of antique furniture and reproductions of old pieces in the country. There is a series of rooms furnished with rare examples of old furniture arranged by the interior decorating department. In these Galleries are also displayed rare tapestries, screens, old fabrics and other accessories of antique furniture.

This department offers the services of its corps of experienced decorators for any type of decorating problem. In the studio of the Galleries, designs and drawings will be made for you and all the materials for entire rooms —furniture, draperies, rugs, accessories—will be assembled and arranged for your selection in one of the rooms set aside for this purpose.

The Contract Division, on the ninth floor, handles the interior decorating problems of public buildings such as hotels, clubs, apartment houses and theaters. Many of the most prominent buildings and auditoriums in the city have been completely furnished and equipped through this service.

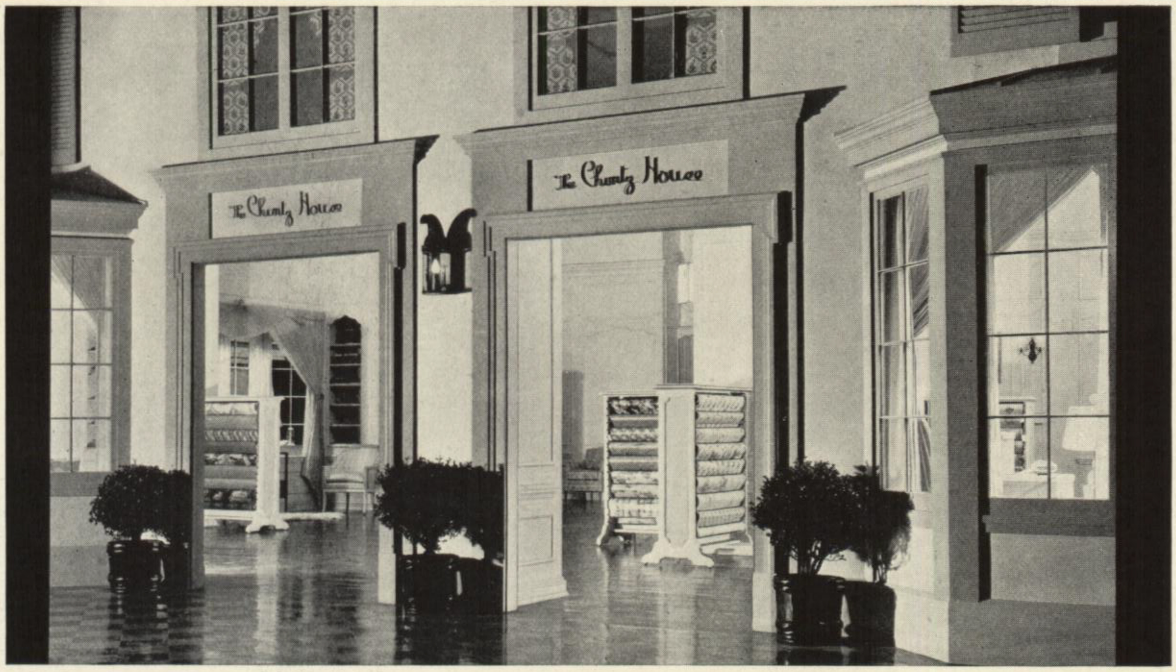
Drapery fabrics and household utilities occupy the Wabash Avenue side of the ninth floor. The former section, one of the most complete of its kind, recently erected a Chintz House where all types of domestic and imported chintzes, cretonnes, hand-blocked linens, etc., are displayed in the most up-to-date manner, as well as accessories and practical plans for making modern closets as charming as the rest of the house. Here you will also see Canterbury and Colonial chintzes and cretonnes, designed for and made by Marshall Field & Company.

The Household Utilities Section is a bright array of all that is new and efficient for the modern kitchen. Gay colored enamel ware, shining copper pots, pans of steel and aluminum, gleaming new stoves and electric iceboxes. This section also includes equipment for the bath and dressing room. The newest contrivances for convenience are always to be found here. Color schemes can be worked out with shower curtains, hampers, and all the other necessary appurtenances of a smart bathroom.

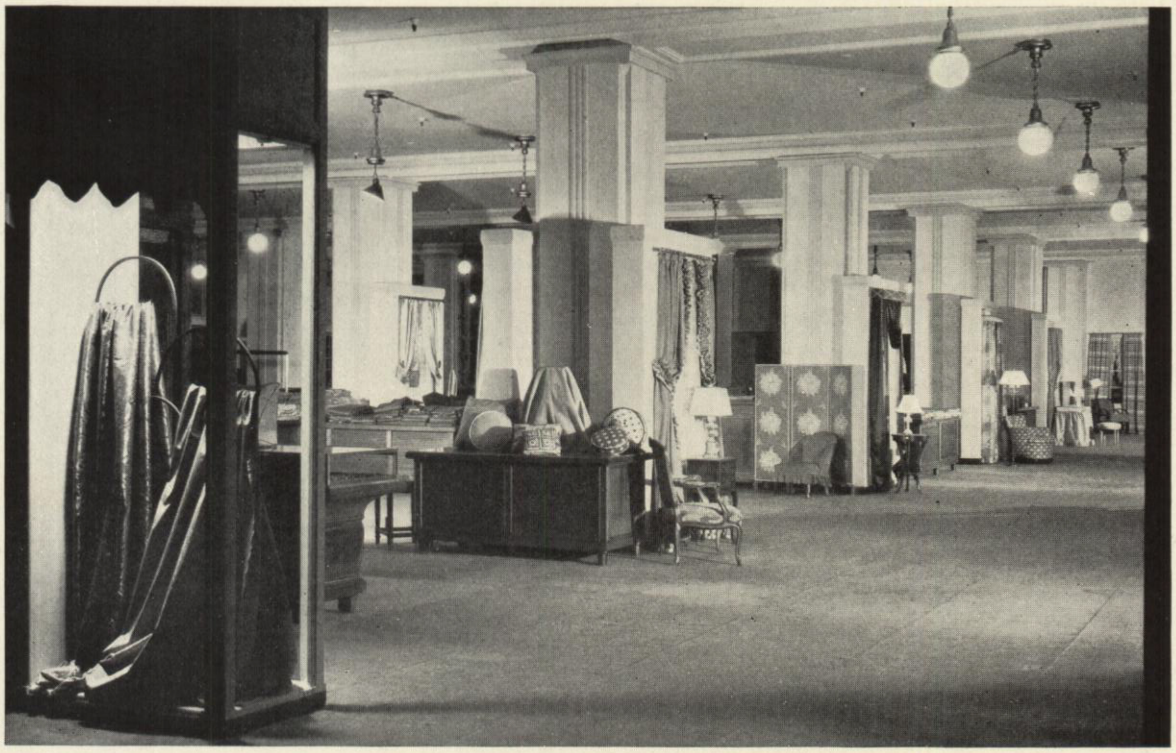


INTERIOR DECORATING GALLERIES

THE INTERIOR DECORATING GALLERIES WHICH SPECIALIZE IN FINE IMPORTED AND PERIOD FURNITURE


The Chintz House
The Chintz House

THE CHINTZ HOUSE

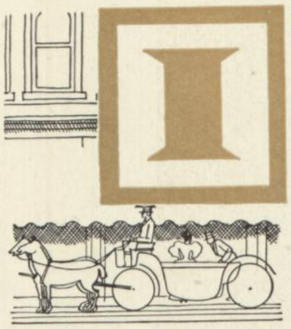


THE DRAPERY SECTION

ABOVE — A VIEW OF THE NEW CHINTZ HOUSE WHERE FABRICS FOR EVERY HOUSEHOLD NEED MAY BE ASSEMBLED. BELOW — ANOTHER DIVISION OF THE DRAPERY SECTION

PERSONAL SERVICE

A LIVING TRADITION—A COMMERCIAL IDEAL



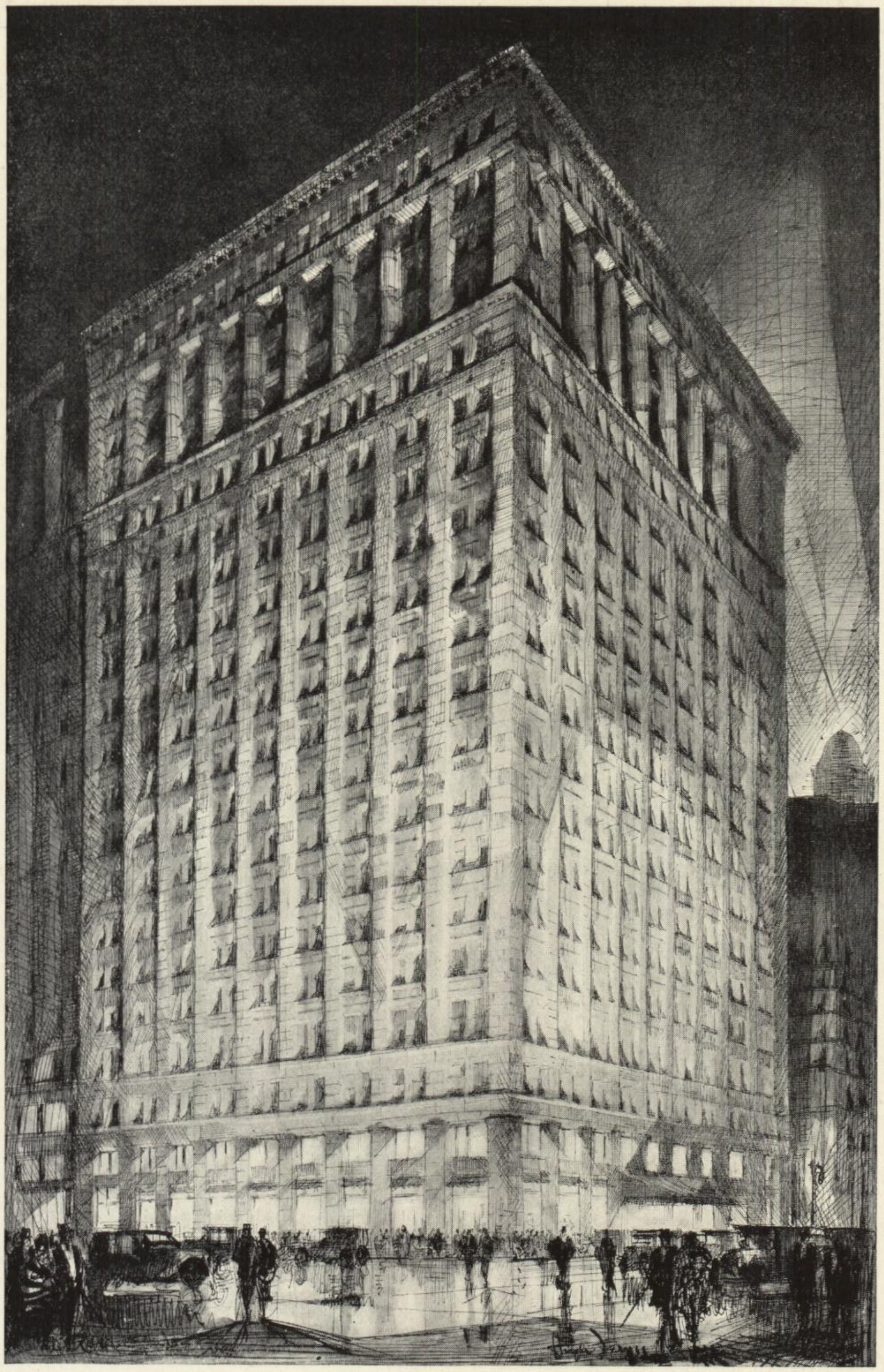
IN the eighties and nineties when coaches with their sleek horses drove up to the Washington Street entrance—"Charlie's door"—it was Mr. Field's custom, early in the morning, to stand inside the door ready to greet his friends, who were also his customers, and to talk over their proposed shopping. Thus was established the very sincere ideal of personal service which is so important a factor in the store today. Many specific services have come into existence since the store was founded, only a few of which can be mentioned in limited space. The myriad personal needs which can scarcely be classified are met by the personal service desk at the corner of State and Washington Streets. Service bureaus for the convenience of customers are grouped around the comfortable waiting rooms on the third floor. A letter written here may be stamped and mailed near by; at another desk theater tickets are sold. At others, telegrams and cables may be sent. There is also a general information bureau and a travel bureau where a trip to the suburbs or a round-the-world cruise may be arranged.

On the seventh floor there are six tea rooms, each providing some special advantage. For instance, the Colonial Room offers prompt service for a quick lunch; the Narcissus Room has music at tea time. The Colonial Food Shop on this floor makes a specialty of rare delicacies from all over the world.

On the eighth floor the Budget House will give assistance and advice on decorating problems to those who do not care for an interior decorator's services, and will also assist in making up house furnishing budgets.

On the sixth floor is the Fashion Center which has been described in an earlier part of the book.

There is a parking service of great convenience to those who drive their own cars into the shopping district. For a nominal sum, automobiles may be left with the uniformed chauffeurs at the Randolph Street entrance, near Wabash Avenue. They are taken to a garage and are promptly returned upon presentation of the claim check.



THE STORE FOR MEN

THE MARSHALL FIELD & COMPANY ANNEX BUILDING AT THE CORNER OF WABASH AVENUE AND WASHINGTON STREET. THE STORE FOR MEN OCCUPIES SIX FLOORS AND THE THREE BASEMENTS OF THIS BUILDING

THE STORE FOR MEN

THE SHOE SECTION

ACROSS Washington Street from the main store is the Store for Men. It occupies the first six floors and the three basements of the Marshall Field & Company Annex building, a modern twenty-story structure, with business and professional offices on the upper floors. Although linked with the main store in point of view of access and service, the Store for Men is in effect "a separate store in a separate building." Here are apparel and accessories for men in a neat, masculine setting quite their own—a perfect place for men to shop and for women to shop for men. Here also at their best are the extensive paraphernalia for men's recreation and play as well as everything to wear. In all these matters—whether it is the selection of the right fishing tackle or what to wear to a formal wedding—the Store for Men is distinguished for its knowledge and wide selection of fine merchandise.

This merchandise is produced and assembled by an organization of thirty or more specialists in men's apparel who, besides directing Marshall Field & Company's own manufacturing shops, make frequent visits to the leading producing centers of Europe and America, with the knowledge, authority and means to commandeer the best in quality and style.

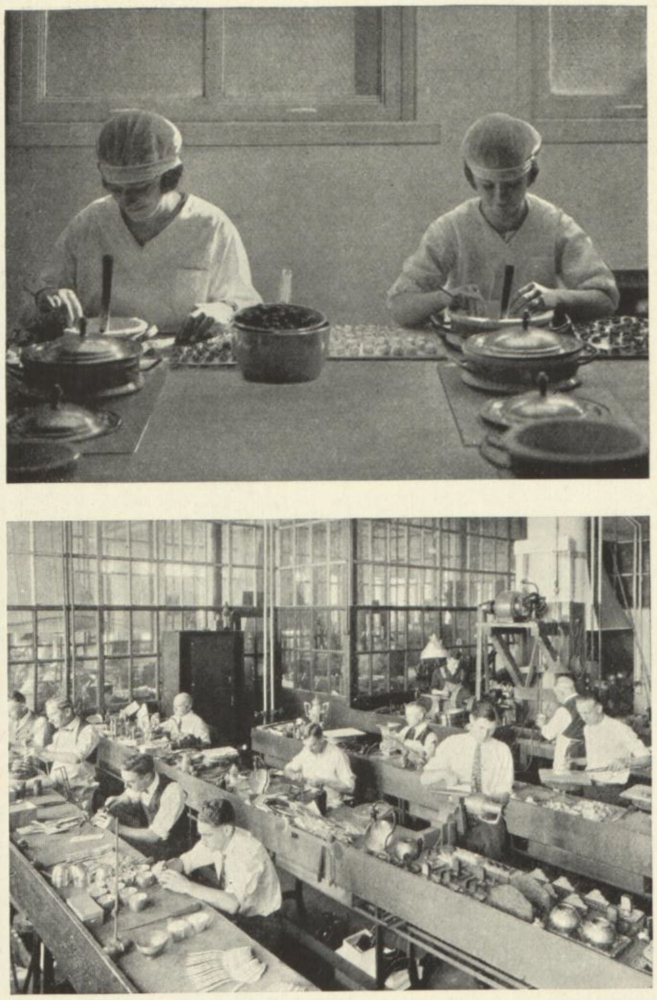
The Store for Men, from a visitor's point of view, offers much of interest in addition to its merchandise. Its splendid architectural features gain your attention the minute you enter the doors. The massive pillars, the spacious rotunda which shows the second floor in gallery formation, the bronze fretwork, the elevator fronts, the mottled marble stairway, the beautifully fashioned fixtures of walnut and bronze, the lighting arrangements—all unite to make a vivid and lasting impression. This effect is increased when you see the Men's Grill with its club-like appointments on the sixth floor.

BEHIND THE SCENES

MANY of our visitors wonder what occupies the parts of the store which they do not see, what goes on behind the scenes of this huge department store. It is a story of efficiency worth telling, a triumph of organization studied by students of merchandising the world over.

Deep down in the sub-basement—a part of the store unknown to the customer—are the packing and shipping rooms and all the efficient modern paraphernalia used in the gigantic business of getting parcels—sometimes more than 90,000 in one day—out of the store.

On the upper floors, not frequented by the public, are literally scores of stockrooms and workrooms, each humming with activity, filling special orders; designing, repairing and altering. Here are vast cold dry-air storage vaults, guarding millions of dollars' worth of furs each summer—a shoe workroom for repairing customers' shoes and making custom footwear—a millinery workroom that produces about fifty thousand hats a year—a jewelry workroom where eyeglasses are ground, watches and jewelry repaired, gold, silver and bronze articles created—elaborate printing and engraving rooms—a drapery workroom making everything from cottage curtains to immense stage draperies—the mysterious studio where fantastic window decorations are designed and created—about twenty of these shops in all, topped on the thirteenth floor by the Daylight Candy Kitchen, with its spotless floors, where a corps of white-gowned workers make the candy for which Field's is so famous.

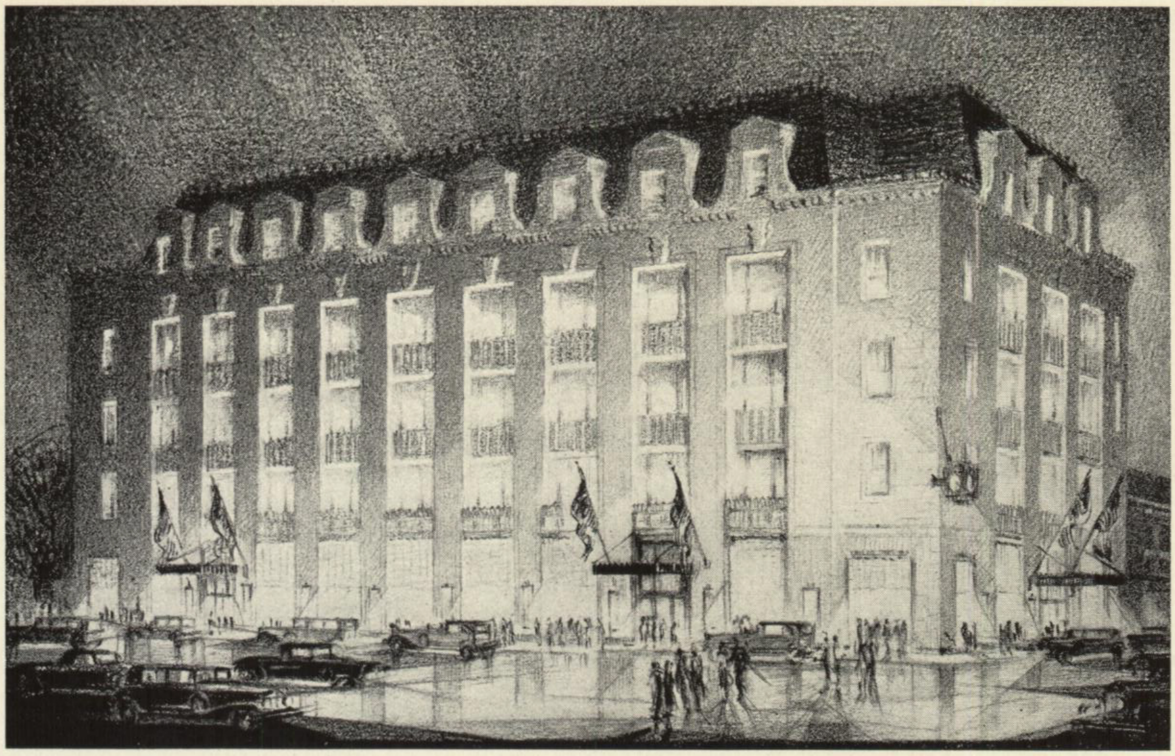


Behind the scenes is the Advertising Bureau—the official voice of the business—an active organization advertising in the Chicago daily papers, in its own printed matter, and in its style magazine, "Fashions of the Hour," which is published several times a year and distributed gratuitously to readers all over the country who wish to order by mail through the Personal Shopping Bureau.

Behind the scenes are ample rooms for the comfort, convenience and physical welfare of the employes—rest rooms, a cafeteria and lunchroom, a library and reading room, a training division, and a medical bureau.

Behind the scenes, too, is something more—the spirit of the organization—of justice and fair dealing, and a desire to do the right thing—principles laid down by Marshall Field and carried on by the present directors of the business.

Positions of responsibility are filled, whenever possible, by those who have already proved themselves in lesser capacities. Employes are as proud to belong to this institution as to an old university. In 1922, when John G. Shedd completed his own fifty-year term, thirty-three others, who also had the diamond medal for fifty years of service, celebrated the day at luncheon at Mr. Shedd's home. On this occasion these white-haired veterans, making a total of forty-one on the fifty-year roster, sent out to the world a silent challenge to show another organization with an equal number of fifty-year men.



THE EVANSTON STORE

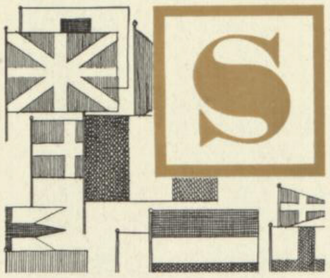
SUBURBAN STORES

To serve suburban customers more efficiently, several stores have been established. The store in Evanston, occupying the suburban building pictured above, is at Church Street and Sherman Avenue, easily accessible to all the north shore district. Another outlying store building of similar size and character is at Lake Street and Harlem Avenue, Oak Park, accessible to the western suburbs. The Lake Forest Store, at Market Square, now includes a smart collection of women's clothes and accessories, as well as everything for children.

These branch stores carry exactly the same qualities of merchandise as the main store in downtown Chicago. The various services conform to the main store's high standards. All of the resources of the main store are available to customers of the branch stores, and any items not in the branch store stocks will be quickly procured.

ABOVE IS A VIEW OF THE EVANSTON STORE, AT CHURCH STREET AND SHERMAN AVENUE. THE BUILDING IN OAK PARK IS OF THE SAME ARCHITECTURE

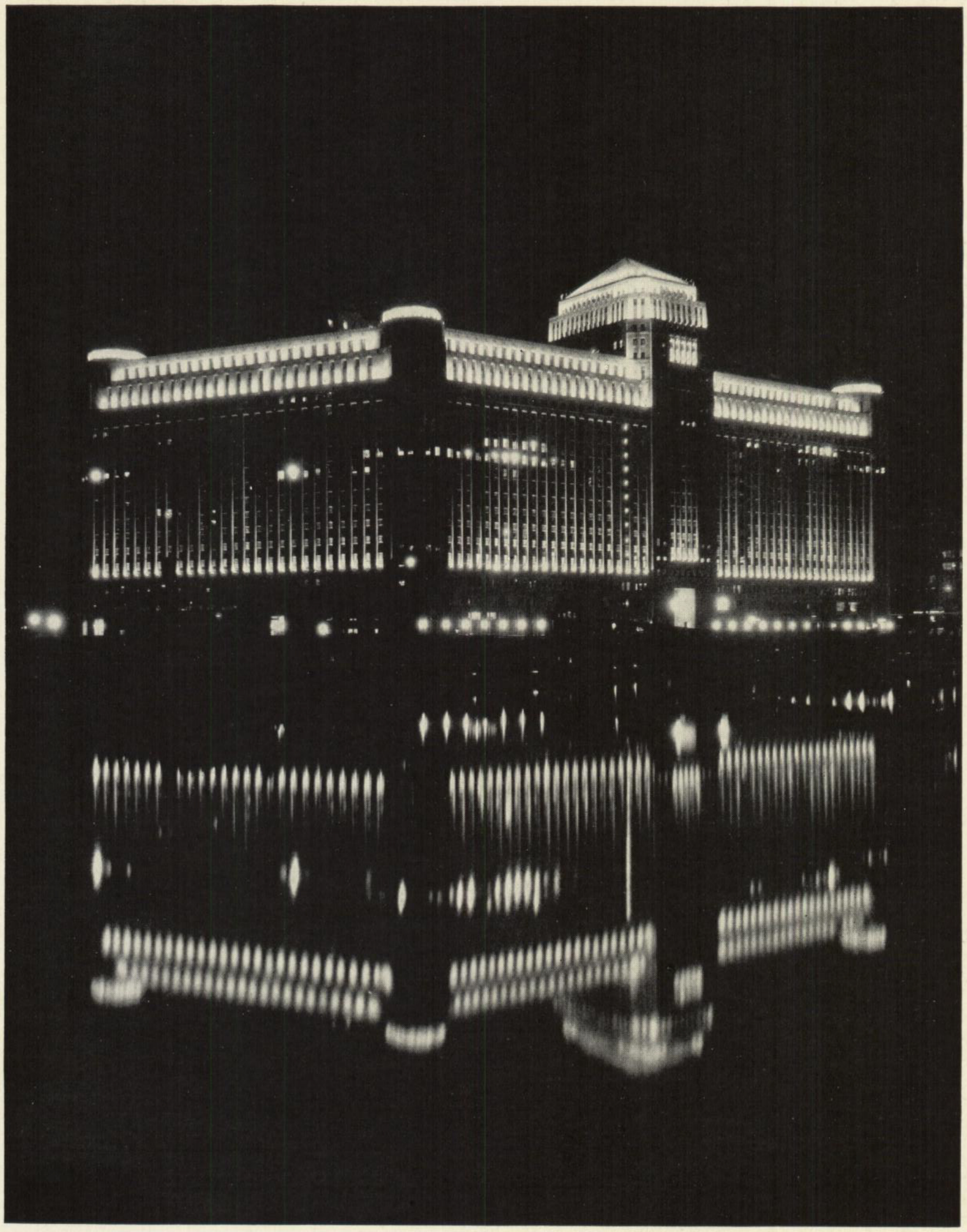
THE FOREIGN OFFICES



SINCE the days when Mr. Field himself first went to France to buy Paris bonnets, and personally directed their return to Chicago so that the belles of the city might receive them in their original boxes, the great network of our foreign organization has spread around the world. Its first permanent office was opened in Manchester in 1871. Its chain of offices now reaches from Belfast to Shanghai. Through these offices practically every territory in the world where treasure can be found is combed for the riches that find their way by swiftest transportation into the departments of Marshall Field & Company, Chicago.

The buyers from the Chicago store are constantly traveling back and forth to these foreign countries where, through the Marshall Field & Company office in each place, they are put in touch with the possibilities which lie in that particular district. Sometimes these buyers, particularly those who go to the Orient, are gone for more than a year, finding their way into remote and untraveled localities in search of merchandise. A number of our offices, as in China and the Philippines, direct or maintain local organizations of workers who make up garments and embroider them from materials and patterns which we have sent to them. In Europe and in the British Isles a number of factories are either directed by us or produce merchandise exclusively to our specifications. In this way, Field's is enabled to import, at prices which are not prohibitive, the finest of those fabrics and articles which cannot be obtained in the domestic markets of the United States.

It takes an alert organization, indeed, in these days to keep continually abreast of all the subtle changes of style and taste, and to sense unerringly, as it must, what out of all that is being produced will be lasting in value and worth importing. By every means of efficient organization and of modern conveyance — fast ships, express trains, airplanes — merchandise is brought to our doors in the shortest possible time so that often new styles are displayed in our apparel sections at the same time that they are being shown in the smart dressmaking salons of Paris.



AN IMPRESSIVE NIGHT VIEW OF THE LIGHTED MERCHANDISE MART
REFLECTED IN THE CHICAGO RIVER

MARSHALL FIELD & COMPANY

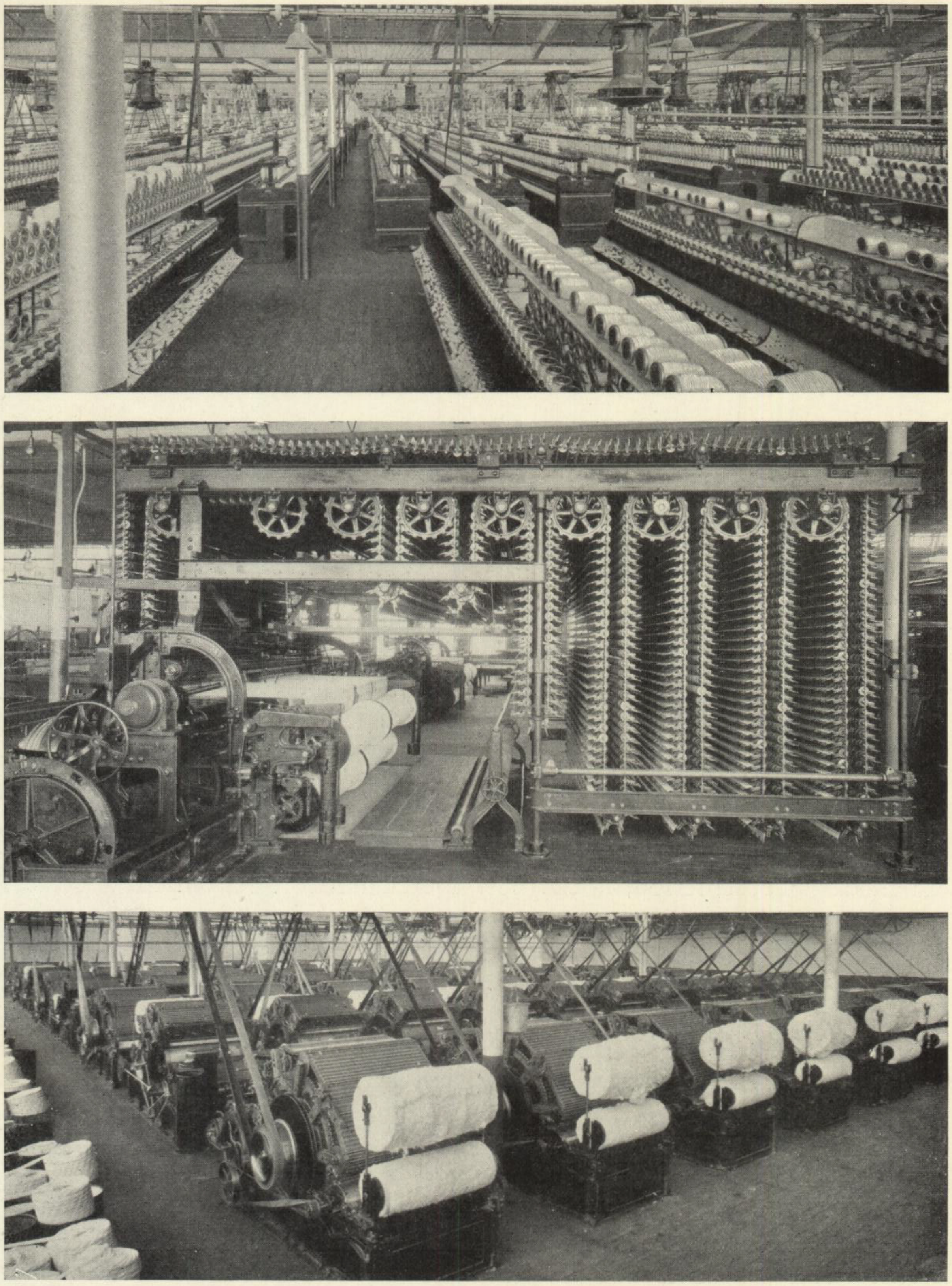
MANUFACTURING AND WHOLESALE ACTIVITIES
THE NEW MERCHANDISE MART

FROM the early days of the business, Marshall Field & Company has maintained both the wholesale and retail establishments, each independent of the other yet organized to coöperate with utmost efficiency. The Retail Store, with its close contact with a sophisticated clientele, is able to relay quickly and accurately, to the great advantage of the Wholesale, its knowledge of style and of the tastes and demands of the public. The Wholesale, on the other hand, having a vast outlet for merchandise through some 40,000 retail stores throughout the country, is in a position to share with the Retail the remarkable economies that result from production and purchase on a very large scale.

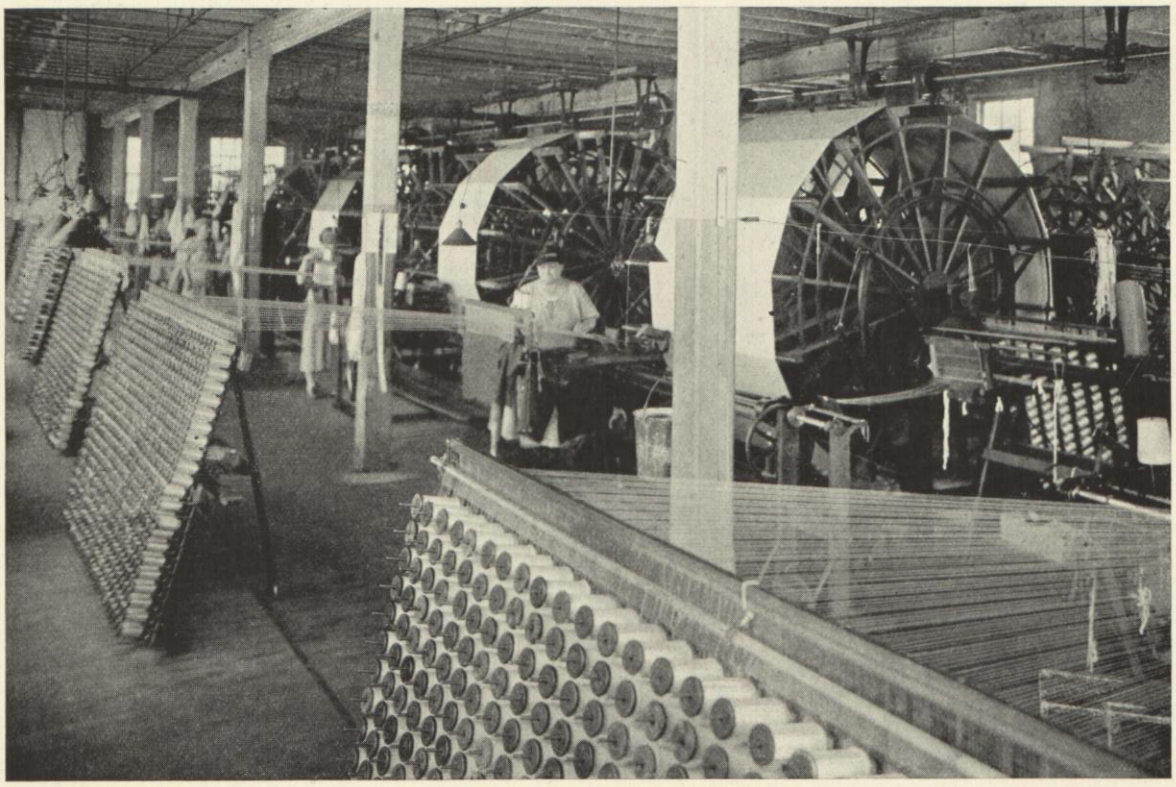
The part which Marshall Field & Company, Wholesale, plays in the merchandising activities of the country is tremendous. Sales offices are maintained in eighteen leading cities, and a large organization of traveling salesmen brings the service of the Wholesale and its amazing resources to practically every city, town and village in the country.

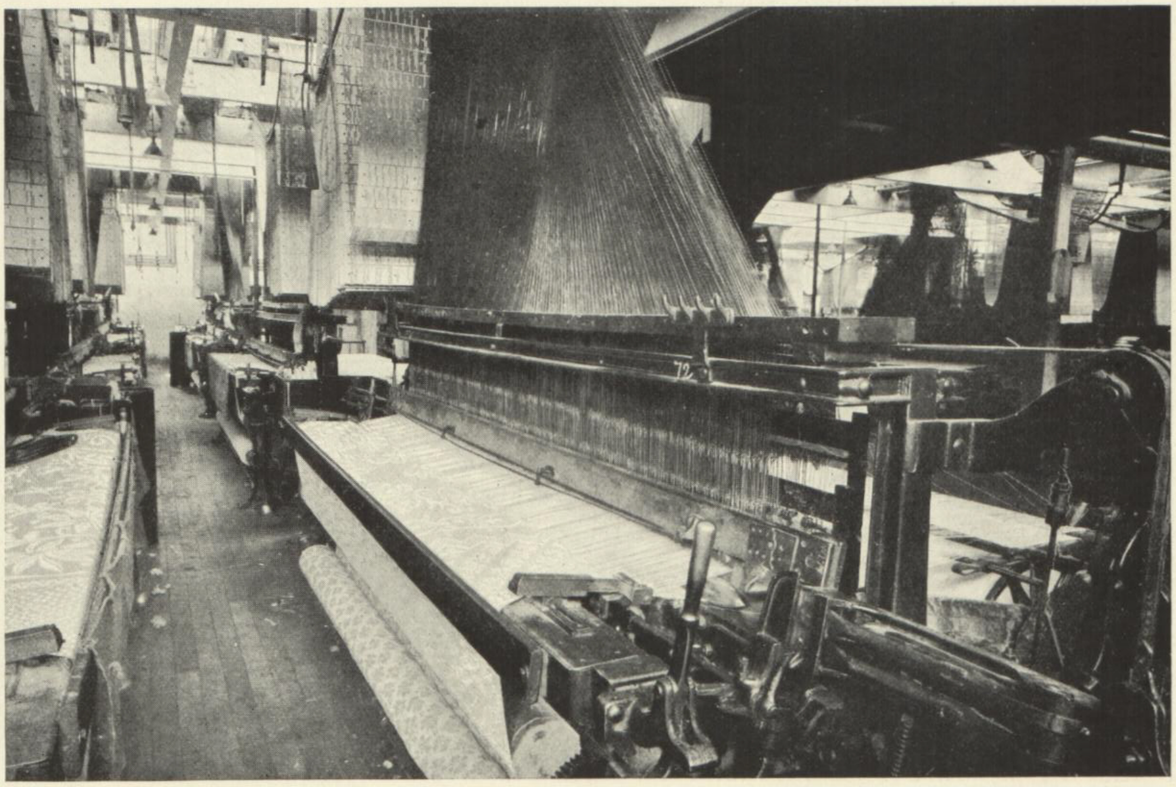
One of the most remarkable projects in the merchandise world, as well as in modern construction, is the new Merchandise Mart, which was erected by Marshall Field & Company in 1930 at a cost of about $32,000,000. This is the largest building in the world and is the first structure of its kind to be erected wholly on air rights. It is built over the Chicago and North Western Railway between Wells and Orleans Streets, facing the north bank drive along the Chicago river. The north facade on Kinzie Street is seven hundred and twenty-four feet in length. The floor area is more than four million square feet, or approximately ninety-three acres.

This building houses Marshall Field & Company, Wholesale, which occupies all of the third to the sixth floors inclusive as well as some space on the first floor; the other floors are occupied by other manufacturers and pro-



TOP TO BOTTOM—SPINNING ROOM OF FIELDALE, VIRGINIA, MILL; RUG LOOMS; A CARDING MILL. ON THE OPPOSITE PAGE—SILK WARPING FRAMES AND BEDSPREAD LOOMS





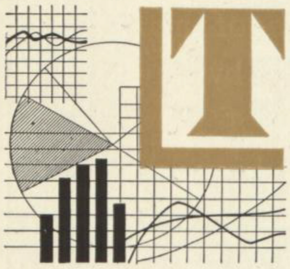
MARSHALL FIELD & COMPANY'S MILLS RANK AMONG THE MOST IMPORTANT IN THE TEXTILE INDUSTRY ducers. As Chicago is the transportation center of the continent, accessible in the shortest time to the greatest number of people and by every means of travel, it is the logical home for this gigantic merchandising center. The Mart makes possible a comprehensive permanent exposition of manufacturers' wares within a night's journey by railway and four hours by airway from a territory embracing 47% of the country's population, 70% of its wholesale and 65% of its retail outlets. It offers the opportunity for buyer and seller, manufacturer, wholesale distributer, importer and retailer to meet to the greatest mutual advantage, under conditions and with facilities dictated by ultra modern mercantile requirements, amid surroundings most conducive to the efficient transaction of business and to the rapid exchange of ideas on merchandising and sales development, designs and fashions.

Converting raw cloth into finished products is another phase of the Wholesale's activities. Gray goods, for instance, are bought and then dyed and printed to their specifications, thus assuring exclusive fabrics of a high grade. Or, fine linen is woven to order in Scotland and then made into exquisite handkerchiefs of rare and exclusive designs which are also created expressly for Marshall Field & Company.

Extensive mills and manufacturing plants, located in eleven cities and seven states, are also owned and operated by Marshall Field & Company. In these are produced about one hundred lines of merchandise. If the mills alone were gathered together in one group they would constitute an industrial city of considerable magnitude. Among the more prominent of these mills are: the Zion Lace Mills, at Zion, Illinois; Burlington Hosiery Mills, at Fieldale, Virginia, and Philadelphia; the immense textile mills at Spray, Draper and Leaksville, North Carolina; and at Fieldale and Roanoke, Virginia.

The textile mills of Marshall Field & Company in North Carolina and Virginia are noteworthy for their immense size and output. Occupying a vast acreage of land in the foothills of the Blue Ridge mountains, they have developed new industrial centers in towns laid out by foremost mill and landscape architects. These have become ideal communities with model homes for employes, churches, schools, community buildings and club houses. The plants themselves are models of efficiency and include the newest types of machinery known in textile manufacturing.

FACTS AND FIGURES



THE total floor area used for retail purposes is 2,914,031 square feet, or approximately 67 acres.

The Main Building occupies an entire city block. It is of steel construction faced with gray granite, marble and terra cotta. It stands 13 stories high and has 3 basements. Extreme height above street level, 219 feet 2 inches; depth below street level, 43 feet 4 inches.

The basement is the largest complete retail basement store in the world, on one level, and occupies approximately 1¼ city blocks. It carries the less expensive grades of merchandise, houses 71 sections and has its own corps of buyers.

The 67 display windows have won renown the world over for their beauty, and for the uniqueness of their decorations. Placed end to end these windows would require a frontage of 1,400 feet, or more than a quarter of a mile.

There are 35,000 automatic sprinklers throughout the store, as a precaution against fire. They are independently operated and are fed by 150,000 gallons of water in tanks under pressure, augmented by two 1,000-gallon fire pumps.

The carpet used throughout the store if laid in a single strip, 27 inches wide, would extend more than 54 miles.

Electricity, amounting to 13,000,000 kilowatt hours annually, is used for electric lights and power. This is enough power to light a residential city of more than 40,000 inhabitants.

The 68 elevators carry as many as 25,000 passengers an hour and have a traveling capacity of more than 600 miles a day, or a distance greater than that from London to Paris and return.

The boilers, which furnish steam heat to the store, have a capacity of 3,550 horsepower and consume 20,000 tons of coal a year. In winter the coal used is often 100 tons a day.

The laundry, for store purposes only, has handled 35,000 pieces daily, including towels and linen.

Merchandise to be sent is wrapped and carried to 4 great spiral chutes, which lead to the shipping room down in the sub-basement. Here a system of 54 conveyors, aggregating about a mile in length, carries the packages to various points for sorting and routing. They are then packed in trunks and sent to the delivery substations, where they are checked by the drivers and delivered to customers. It is due to the efficiency of this system that purchases made up to noon are delivered in the city the same day.

Our motor cars deliver merchandise as far north as Waukegan, as far south as Gary, Indiana, and as far west as West Chicago. As many as 93,000 packages have been delivered in one day.

The tea and grill rooms occupy 112,511 square feet, or an area larger than a city block. They use daily 180 dozen eggs, 300 pounds of butter, and more than 500 chickens. There are 300 maids for service and 240 people in the pantries. On one very special occasion the number of persons served in one day was 13,155; average number daily, 6,000.

The telephone exchange, State 1000, is one of the largest private exchanges operated anywhere. There are 100 incoming trunk lines, 40 outgoing trunk lines, 20 suburban lines, 20 trunk lines to the wholesale, and about 900 house extensions. The record number of calls handled in one day exceeds 40,000, or an average of about 70 calls a minute.

The cold dry-air storage vaults, kept at a freezing temperature, each year protect and preserve 40,000 furs, fur rugs and fur robes, draperies and other articles valued by their owners at $12,000,000. The racks upon which these are hung, placed end to end, would extend a total distance of 3½ miles.

On normal occasions there are 65,000 customers and visitors in the store daily; on special occasions and at Christmas the number exceeds 200,000.

The mail, express and parcel post accommodation desks, located in the basement and on the third floor, mail letters and send packages by express or parcel post to any part of the world.

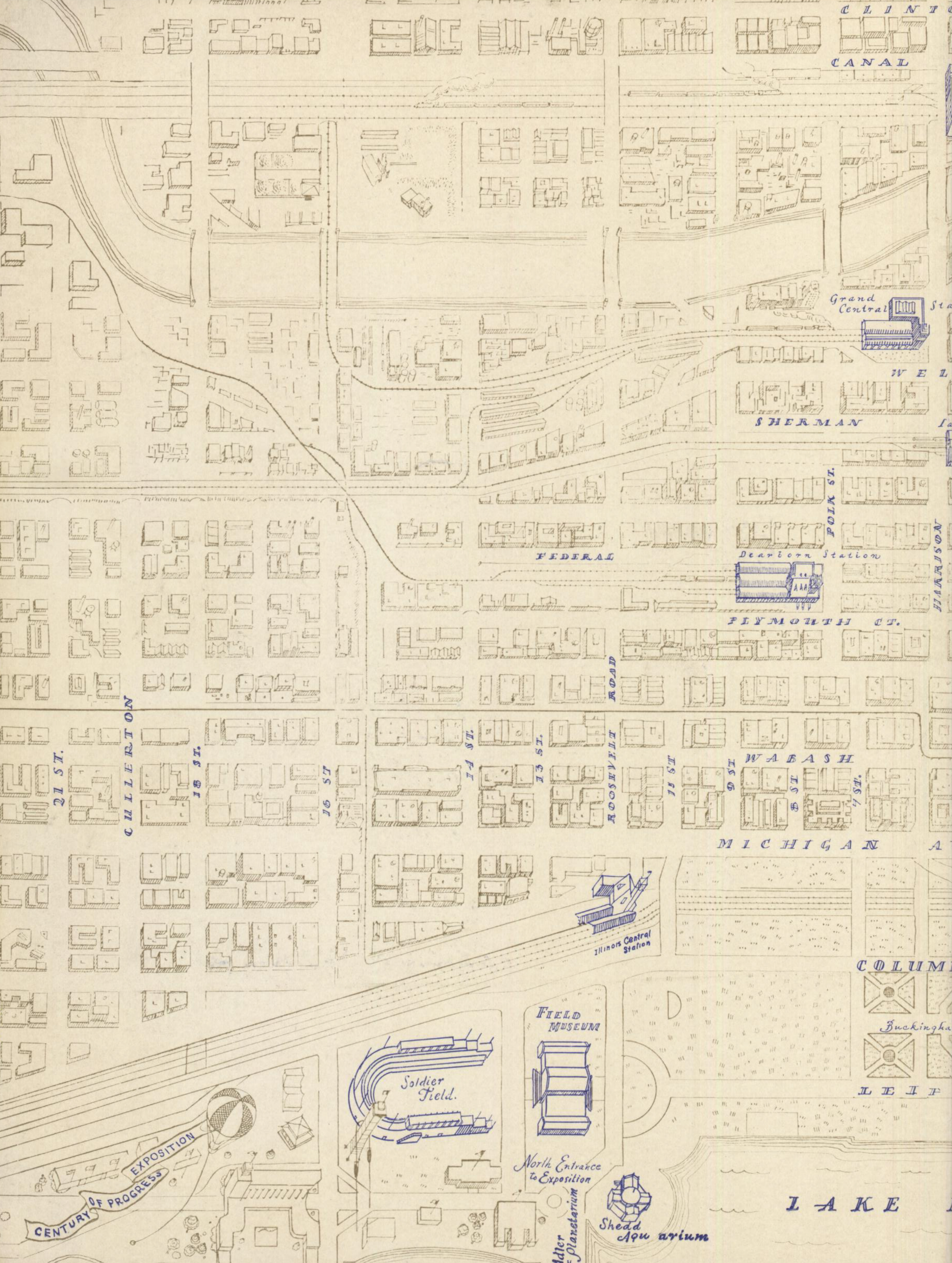
The number of employes in the Retail has varied from 9,000 to 13,800, according to the season. At the Wholesale there are about 2,600 employes; at the Davis Company, from 2,500 to 3,500; at Frederick and Nelson's, in Seattle, the number has varied from 1,700 to 2,400; and in the mills and factories, the number is about 5,000. Normally there are about 20,800 employes in the entire Marshall Field & Company organization; the maximum number is approximately 27,300.

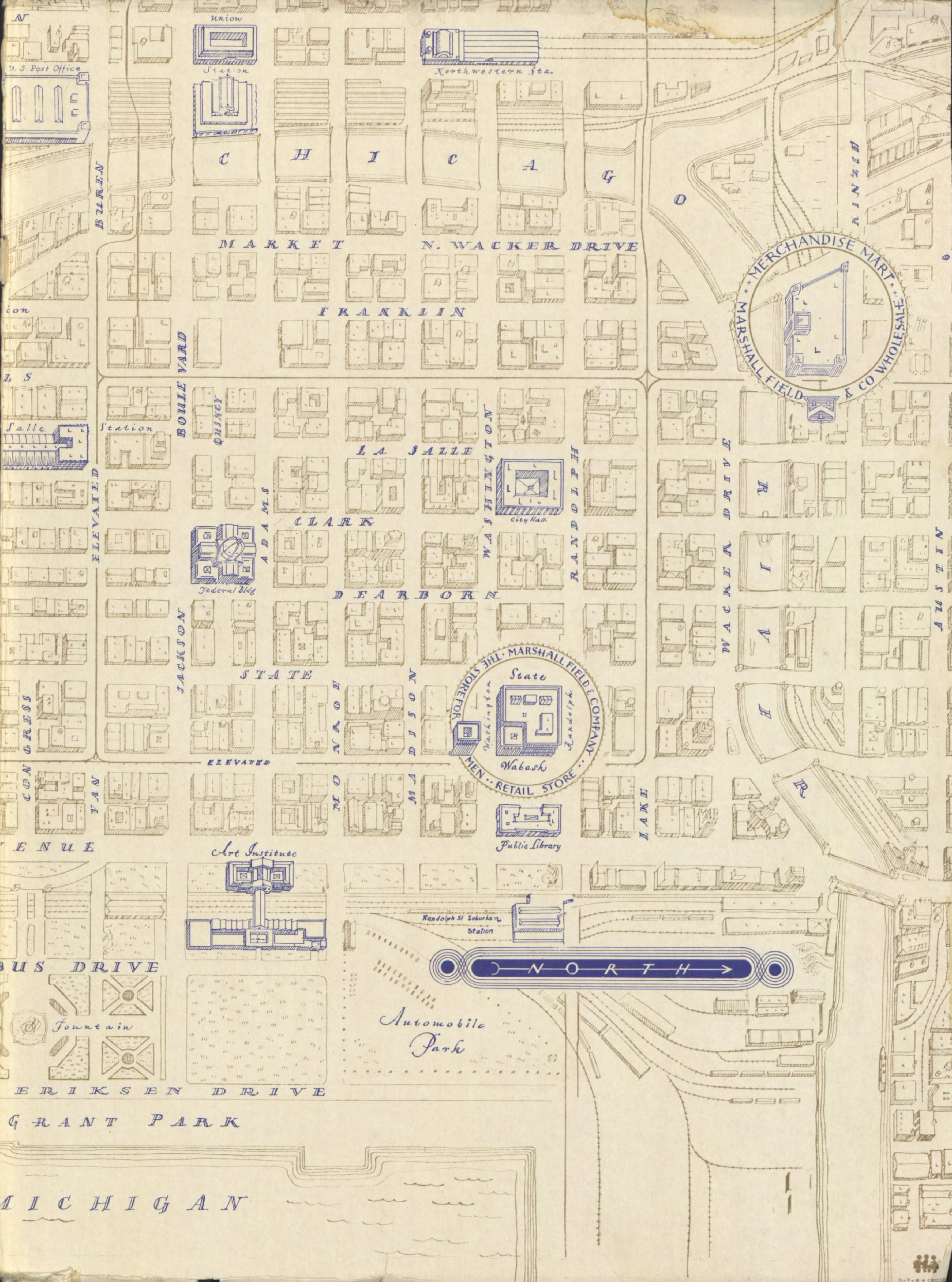
COMPOSITE PICTURE

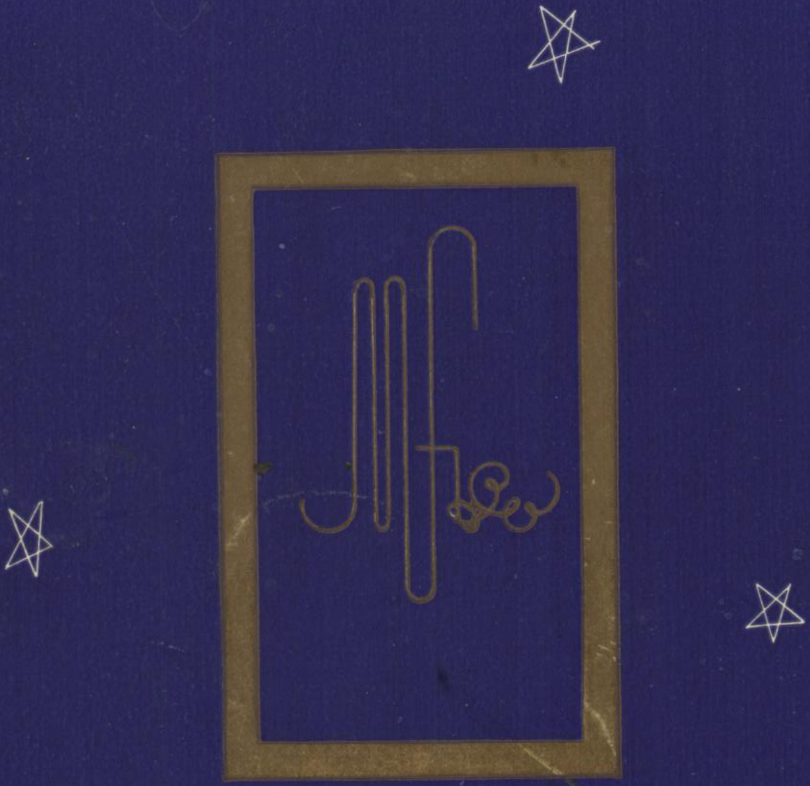
IMPRESSION OF SPIRAL CHUTES AND BELTS WHICH CARRY MERCHANDISE TO THE SHIPPING ROOM IN THE SUB-BASEMENT

THE MARSHALL FIELD & COMPANY IDEA

To do the right thing at the right time, in the right way; to do some things better than they were ever done before; to eliminate errors; to know both sides of the question; to be courteous; to be an example; to love our work; to anticipate requirements; to develop resources; to recognize no impediments; to master circumstances; to act from reason rather than rule; to be satisfied with nothing short of perfection.


CLINTO
CANAL
Grand Central Sta
WEL
SHERMAN
La
POLK ST.
HARRISON
FEDERAL
Dearborn Station
PLYMOUTH CT.
ROOSEVELT ROAD
CULLERTON
21 ST.
18 ST.
16 ST
14 ST.
13 ST.
11 ST
9 ST
8 ST
7 ST.
WABASH
MICHIGAN A
Illinois Central Station
COLUM
Buckingha
LEIF
FIELD MUSEUM
Soldier Field.
North Entrance to Exposition
Adler Planetarium
Shedd Aquarium
LAKE
CENTURY OF PROGRESS EXPOSITION


N
Union
Station
Northwestern Sta.
U. S. Post Office
C H I C A G O
BUREN
MARKET
N. WACKER DRIVE
KINZIE
MERCHANDISE MART
MARSHALL FIELD & CO WHOLESALE
ion
FRANKLIN
BOULEVARD
LS
Salle
Station
QUINCY
LA SALLE
WASHINGTON
RANDOLPH
City Hall
WACKER DRIVE
R I V E R
ELEVATED
ADAMS
CLARK
Federal Bldg
AUSTIN
DEARBORN
JACKSON
STATE
THE STORE FOR MEN · MARSHALL FIELD & COMPANY · RETAIL STORE
State
Washington
Randolph
Wabash
CONGRESS
MONROE
MADISON
ELEVATED
VAN
LAKE
VENUE
Public Library
Art Institute
Randolph St Suburban Station
BUS DRIVE
NORTH
Fountain
Automobile Park
ERIKSEN DRIVE
GRANT PARK
MICHIGAN



W.C.